

Talking about Charities (60-4858-04)

DEMOGRAPHICS

- 1 Region:
- 2 Province:
- 3 Urban / Rural
- 4 Census Metropolitan Area:
- 5 Respondent's Sex:
- 6 Language of Interview:
- 7 Canadian Markets:
- 8 Quota:

TALKING ABOUT CHARITIES

- 9 1A. Thinking about charities in general, would you say you trust them:
- 10 1B. 1) Why do you say that you trust them A lot/Some?
- 11 1B. 2) Why do you say that you trust them A little/Not at all?
- 12 1B. 1/2) Why do you say that you trust them A lot/Some/A little/Not at all?
- 13 2. TRUST A LOT/SOME SUMMARY TABLE
- 14 2. TRUST A LITTLE/NOT AT ALL SUMMARY TABLE
- 15 2. How much trust do you have in: 1) People who are medical doctors?
- 16 2. How much trust do you have in: 2) People who are federal politicians?
- 17 2. How much trust do you have in: 3) People who are lawyers?
- 18 2. How much trust do you have in: 4) People who are religious leaders?
- 19 2. How much trust do you have in: 5) People who are journalists and reporters?
- 20 2. How much trust do you have in: 6) People who are nurses?
- 21 2. How much trust do you have in: 7) People who are provincial politicians?
- 22 2. How much trust do you have in: 8) People who are business leaders?
- 23 2. How much trust do you have in: 9) People who are leaders of charities?
- 24 2. How much trust do you have in: 10) People who are union leaders?
- 25 2. How much trust do you have in: 11) People who are government employees?
- 26 2A. Thinking about what you know about charities in general, the work that they do, and the role they play, would you say you are:
- 27 2B. TRUST A LOT/SOME SUMMARY TABLE
- 28 2B. TRUST A LITTLE/NOT AT ALL SUMMARY TABLE
- 29 2B. Specifically, to what extent do you trust: 1) Charities that focus on protecting the environment?
- 30 2B. Specifically, to what extent do you trust: 2) Charities that focus on protection of animals?
- 31 2B. Specifically, to what extent do you trust: 3) Charities that focus on health prevention and health research?
- 32 2B. Specifically, to what extent do you trust: 4) Charities that focus on social services?
- 33 2B. Specifically, to what extent do you trust: 5) Charities that focus on international development?
- 34 2B. Specifically, to what extent do you trust: 6) Charities that focus on children and children's activities?
- 35 2B. Specifically, to what extent do you trust: 7) Charities that focus on education?
- 36 2B. Specifically, to what extent do you trust: 8) Charities that focus on arts?
- 37 2B. Specifically, to what extent do you trust: 9) Hospitals?
- 38 2B. Specifically, to what extent do you trust: 10) Churches?
- 39 2B. Specifically, to what extent do you trust: 11) Religious organizations (excluding churches)?
- 40 2B. Specifically, to what extent do you trust: 12) Churches and other places of worship?
- 41 2B. Specifically, to what extent do you trust: 13) Religious organizations (excluding churches and other places of worship)?
- 42 3. AGREE SUMMARY TABLE
- 43 3. DISAGREE SUMMARY TABLE
- 44 3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 1) Charities should be expected to deliver programs and services the government stops funding?
- 45 3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 2) Charities generally improve our quality of life?
- 46 3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 3) Charities do a better job than government in meeting the needs of Canadians?
- 47 3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 4) Charities are important to Canadians?

48	3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 5) Charities understand the needs of Canadians better than government does?
49	3A. Charities, on occasion, speak out and express opinions on issues of public concern. Which of the following two points of view comes closest to your own?
50	4. Based on your perceptions of charities in general, do you think they have too much, about the right amount or too little money to meet their objectives?
51	5. Which of the following two statements do you most agree with?
52	6. Some people would like to change the laws that limit the extent to which the charities can speak out and represent their causes to governments or other organizations. Do you agree or disagree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved?
53	7. ACCEPTABLE SUMMARY TABLE
54	7. UNACCEPTABLE SUMMARY TABLE
55	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 1) Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed?
56	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 2) Organize letter-writing campaigns?
57	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 3) Hold legal street protests or demonstrations?
58	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 4) Place advertisements in the media?
59	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 5) Block roadways, or other non-violent acts?
60	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 6) Use research results to support a message?
61	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 7) Speak out on issues like the environment, poverty or healthcare?
62	8. Charities often find themselves faced with issues they'd like to inform the public about. Which of the following two statements do you most agree with?
63	9. IMPORTANT SUMMARY TABLE
64	9. UNIMPORTANT SUMMARY TABLE
65	9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 1) Information about the programs and services the charities deliver?
66	9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 2) Information on how charities use donations?
67	9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 3) Information about charities' fundraising costs?
68	9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 4) Information about the impact of charities' work on Canadians?
69	10. GOOD JOB SUMMARY TABLE
70	10. POOR JOB SUMMARY TABLE
71	10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 1) Information about the programs and services the charities deliver?
72	10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 2) Information on how charities use donations?
73	10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 3) Information about charities' fundraising costs?
74	10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 4) Information about the impact of charities' work on Canadians?
75	11. Thinking of your decisions about charitable donations, which of the following two statements best represents your view...
76	12. To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities?
77	13. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities?
78	14. Which of the following do you think should be responsible for watching over the activities of charities...
79	14A. AGREE SUMMARY TABLE
80	14A. DISAGREE SUMMARY TABLE
81	14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 1) More attention should be paid to the way charities spend their money?

82	14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 2) More attention should be paid to the way charities raise money?
83	14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 3) More attention should be paid to the amount of money charities spend on program activities?
84	14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 4) More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising?
85	15A. Please rate your level of agreement with the following statement. On each fundraising request, charities should be required to disclose how donors' contributions are spent?
86	15B. Which of the following two statements do you most agree with...
87	16. AGREE SUMMARY TABLE
88	16. DISAGREE SUMMARY TABLE
89	16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 1) Charities are generally honest about the way they use donations?
90	16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 2) Too many charities are trying to get donations for the same cause?
91	16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 3) It takes significant effort for charities to raise the money they need to support their cause?
92	16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 4) Charities only ask for money when they really need it?
93	16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 5) Charities spend too much money on fundraising?
94	17A. Charities may hire professionals to help them raise money. As payment for this service, some professionals get a percentage of the money they raise. Regardless of the percentage they would receive, would you say this is a acceptable/unacceptable way for charities to raise money?
95	17B. Of the money that is raised for charities, what is the maximum percentage that you think a professional fundraiser should get as payment for services?
96	18. Do you think that Individuals or organizations who are hired to make the fundraising requests should be required to indicate if they are receiving a percentage of donations raised all of the time, only when asked, or not at all?
97	19. Please tell me if you agree with the following statement. Charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause.
98	20. AGREE SUMMARY TABLE
99	20. DISAGREE SUMMARY TABLE
100	20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 1) Running a business is a good way to raise money that charities aren't able to get through donations and grants?
101	20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 2) When a charity runs a business, a significant worry is that money could get lost on the business instead of being used to help Canadians?
102	20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 3) When charities run businesses, it takes too much time away from their core cause?
103	21. Which of the following two points of view comes closest to your own?
104	23. LIKELY SUMMARY TABLE
105	23. UNLIKELY SUMMARY TABLE
106	23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 1) On a charity's website?
107	23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 2) On a website of someone who regulates charities?
108	23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 3) By looking at a charity's financial statements?
109	23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 4) By calling the charity and asking for more information?
110	23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 5) By reading printed material you received from the charity?
DEMOGRAPHICS	
111	23. What age group do you fall into?
112	24. Number of Adults live in your household?
113	25. And, how many people under 18 years of age live in your household?
114	26. At present are you married, living with a partner, widowed, separated, divorced or have you never been married?
115	27. What is the highest level of education you have completed?

116	28. Other than on special occasions, such as weddings, funerals and baptisms, how often have you attended religious services in the past 12 months, would you say at least once a week, at least once or twice a month, 3 or 4 times a year, once or twice a year, not at all in the past 12 months, or never?
117	29. Are you presently working for pay in a full-time or part-time job, self employed, are you unemployed, retired, taking care of family, a student, or something else?
118	30. We don't need the exact amount: could you please tell me which of these broad categories your total 2007 household income falls into?
119	31. Not including lottery tickets, chocolates or any other purchase that does not provide you with a tax receipt, did you make a financial donation to any charity in 2007?
120	32. As far as you can remember, how much did you donate to charities in 2007?

DEMOGRAPHICS

Region:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
British Columbia	506 13%	246 13%	260 13%	23 8%	71 12%	76 12%	117 12%	103 13%	106 18%	69 15%	286 13%	90 13%	36 11%	25 16%
Alberta	400 10%	194 10%	206 10%	33 12%	59 10%	79 12%	96 10%	78 10%	52 9%	39 8%	243 11%	72 10%	33 10%	13 8%
Sask/Man	255 7%	123 6%	132 7%	17 6%	37 6%	40 6%	63 6%	61 8%	36 6%	35 7%	147 7%	44 6%	25 7%	5 3%
Ontario	1487 38%	741 39%	746 38%	129 46% D	198 35%	257 40%	362 37%	293 38%	221 38%	154 32%	815 37%	279 41% I	148 43% I	91 58% IJK
Quebec	945 24%	467 24%	478 24%	60 21%	178 31% EGH	138 22%	254 26%	178 23%	127 22%	143 30% JKM	566 25% M	144 21%	76 22%	16 10%
Atlantic	290 7%	141 7%	149 8%	19 7%	31 5%	51 8%	85 9%	63 8%	40 7%	34 7%	165 7%	59 9%	25 7%	7 5%

DEMOGRAPHICS

Province:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
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		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
British Columbia	506 13%	246 13%	260 13%	23 8%	71 12%	76 12%	117 12%	103 13%	106 18%	69 15%	286 13%	90 13%	36 11%	25 16%
Alberta	400 10%	194 10%	206 10%	33 12%	59 10%	79 12%	96 10%	78 10%	52 9%	39 8%	243 11%	72 10%	33 10%	13 8%
Saskatchewan	119 3%	59 3%	61 3%	8 3%	18 3%	18 3%	32 3%	25 3%	17 3%	13 3%	76 3%	17 3%	11 3%	2 1%
Manitoba	136 3%	65 3%	71 4%	9 3%	19 3%	22 3%	31 3%	36 5%	18 3%	22 5%	70 3%	27 4%	14 4%	3 2%
Ontario	1487 38%	741 39%	746 38%	129 46% D	198 35%	257 40%	362 37%	293 38%	221 38%	154 32%	815 37%	279 41% I	148 43% I	91 58% IJK
Quebec	945 24%	467 24%	478 24%	60 21%	178 31% EGH	138 22%	254 26%	178 23%	127 22%	143 30% JKM	566 25% M	144 21%	76 22%	16 10%
New Brunswick	93 2%	45 2%	48 2%	6 2%	13 2%	14 2%	27 3%	20 3%	12 2%	11 2%	52 2%	17 2%	9 3%	4 3%
Nova Scotia	117 3%	57 3%	61 3%	8 3%	9 2%	19 3%	34 3%	27 3%	20 3%	14 3%	66 3%	26 4%	9 3%	2 1%
Prince Edward Island	16 0	8 0	8 0	1 0	2 0	3 0	4 0	4 0	3 0	2 0	10 0	3 0	1 0	0 -
Newfoundland	64 2%	31 2%	32 2%	4 1%	7 1%	15 2%	20 2%	12 2%	6 1%	6 1%	37 2%	13 2%	6 2%	1 1%

DEMOGRAPHICS

Urban / Rural

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

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		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Urban	3046 78%	1497 78%	1548 79%	237 84% G	470 82% G	514 80% G	757 77%	578 75%	444 76%	383 81% J	1687 76%	549 80%	293 85% J	135 86%
Rural	835 22%	413 22%	422 21%	44 16%	104 18%	124 19%	221 23%	198 25% CDE	139 24%	91 19%	533 24% IL	139 20%	51 15%	22 14%
Not specified	3 0	2 0	1 0	0 -	0 -	3 0	0 -	0 -	0 -	1 0	2 0	0 -	0 -	0 -

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
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		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
St. John's	26 1%	13 1%	13 1%	2 1%	4 1%	5 1%	8 1%	6 1%	1 0%	2 0%	12 1%	7 1%	3 1%	1 1%
Grand Falls-Windsor	3 0	1 0	2 0	1 0	0 0	1 0	0 0	0 0	0 0	1 0	1 0	1 0	0 -	0 -
Gander	0 0	0 -	0 0	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 0	0 -	0 -	0 -
Comer Brook	4 0	1 0	3 0	0 -	0 -	1 0	1 0	1 0	1 0	0 0	2 0	1 0	0 -	0 -
Labrador City	1 0	1 0	0 -	0 -	0 -	0 -	0 0	0 0	0 -	0 -	1 0	0 -	0 -	0 -
Charlottetown	5 0	2 0	3 0	0 0	0 0	1 0	1 0	2 0	1 0	1 0	3 0	1 0	1 0	0 -
Summerside	1 0	0 0	1 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0	0 0	0 0	0 -
Halifax	37 1%	17 1%	19 1%	3 1%	2 0%	5 1%	11 1%	9 1%	6 1%	3 1%	20 1%	9 1%	3 1%	1 1%
Kentville	2 0	0 0	2 0	0 -	1 0	0 -	0 -	1 0	0 0	0 0	2 0	1 0	0 -	0 -
Truro	4 0	1 0	3 0	1 0	0 0	1 0	1 0	0 0	0 0	0 0	2 0	1 0	1 0	0 -
New Glasgow	6 0%	3 0%	3 0%	0 -	1 0%	1 0%	1 0%	2 0%	1 0%	1 0%	3 0%	1 0%	0 -	1 1%
Cape Breton	8 0	5 0	3 0	0 0	0 -	1 0	3 0	1 0	2 0	2 0	4 0	1 0	0 -	0 -
Moncton	14 0%	7 0%	7 0%	2 1%	3 0%	2 0%	5 0%	1 0%	2 0%	1 0%	8 0%	5 1%	0 -	1 1%
Saint John	16 0%	10 1%	6 0%	1 0%	2 0%	3 0%	4 0%	3 0%	3 0%	2 0%	8 0%	3 0%	1 0%	2 1%
Fredericton	9 0	5 0	4 0	0 0	3 0	2 0	1 0	2 0	0 0	2 0	5 0	1 0	1 0	0 -
Bathurst	3 0	1 0	2 0	0 0	0 0	0 -	1 0	1 0	1 0	1 0	2 0	1 0	0 -	0 -
Campbellton	1	0	0	0	0	0	0	0	0	0	1	0	0	0

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
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		A	B	C	D	E	F	G	H	I	J	K	L	M
	0	0	0	-	-	0	-	0	-	-	0	-	-	-
Edmundston	2 0	1 0	0 0	0 -	0 0	0 -	0 0	1 0	0 0	1 0	1 0	0 0	0 -	0 -
Rimouski	6 0%	4 0%	2 0%	0 -	3 1%	0 -	0 -	2 0%	1 0%	1 0%	5 0%	0 -	0 -	0 -
Riviere-du-Loup	4 0	3 0	2 0	0 -	3 0	2 0	0 -	0 -	0 -	0 -	2 0	3 0	0 -	0 -
Baie-Comeau	7 0%	3 0%	4 0%	0 -	3 1%	3 0%	0 -	0 -	0 -	1 0%	3 0%	3 0%	0 -	0 -
Chicoutimi - Jonquiere	24 1%	10 1%	15 1%	0 -	4 1%	1 0%	3 0%	10 1%	7 1%	4 1%	11 1%	2 0%	7 2%	0 -
Alma	3 0	2 0	2 0	0 -	0 -	0 -	0 -	2 0	2 0	0 -	3 0	0 -	0 -	0 -
Sept-Iles	5 0%	4 0%	2 0%	2 1%	0 -	2 0%	0 -	2 0%	0 -	0 -	5 0%	0 -	0 -	0 -
Quebec	98 3%	46 2%	51 3%	0 -	24 4%	17 3%	17 2%	19 2%	19 3%	14 3%	64 3%	10 1%	10 3%	0 -
Saint-Georges	2 0	0 -	2 0	0 -	0 -	0 -	0 -	2 0	1 0	1 0	2 0	0 -	0 -	0 -
Thetford Mines	2 0	0 -	2 0	0 -	0 -	0 -	0 -	2 0	0 -	0 -	2 0	0 -	0 -	0 -
Sherbrooke	34 1%	22 1%	12 1%	2 1%	9 2%	7 1%	10 1%	2 0%	3 1%	4 1%	27 1%	2 0%	0 -	0 -
Magog	2 0	0 -	2 0	0 -	0 -	0 -	0 -	0 -	2 0	0 -	2 0	0 -	0 -	0 -
Victoriaville	7 0	4 0	3 0	0 -	2 0	0 -	3 0	2 0	1 0	1 0	7 0	0 -	0 -	0 -
Trois-Rivieres	25 1%	18 1%	8 0%	2 1%	2 0%	2 0%	9 1%	4 1%	6 1%	3 1%	17 1%	3 0%	4 1%	0 -
Shawinigan	6 0%	3 0%	3 0%	0 -	2 0%	1 0%	0 -	0 -	3 1%	2 1%	3 0%	0 -	0 -	0 -
Drummondville	15 0%	7 0%	8 0%	0 -	2 0%	3 1%	6 1%	2 0%	3 0%	3 1%	8 0%	0 -	3 1%	0 -
Granby	7 0	4 0	4 0	0 -	2 0	2 0	2 0	2 0	1 0	1 0	7 0	0 -	0 -	0 -

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Saint-Hyacinthe	7 0%	4 0%	2 0%	0 -	0 -	3 0%	0 -	1 0%	3 1%	2 0%	5 0%	0 -	0 -	0 -
Sorel	3 0%	3 0%	0 -	0 -	2 0%	0 -	0 -	1 0%	0 -	3 1%	0 -	0 -	0 -	0 -
Joliette	5 0	1 0	4 0	0 -	2 0	2 0	0 -	1 0	0 -	2 0	3 0	0 -	0 -	0 -
Saint-Jean-sur-Richelieu	13 0%	9 0%	5 0%	0 -	2 0%	0 -	9 1%	1 0%	2 0%	2 0%	3 0%	5 1%	4 1%	0 -
Montreal	396 10%	187 10%	209 11%	39 14%	89 15%	52 8%	115 12%	66 9%	32 6%	58 12%	215 10%	74 11%	37 11%	12 8%
Salaberry-de-Valleyfield	7 0	4 0	3 0	0 -	2 0	1 0	2 0	2 0	0 -	1 0	4 0	2 0	0 -	0 -
Lachute	4 0%	4 0%	1 0%	4 1%	0 -	0 -	0 -	1 0%	0 -	1 0%	0 -	0 -	4 1%	0 -
Val-d'Or	3 0	0 -	3 0	0 -	0 -	0 -	3 0	0 -	0 -	0 -	3 0	0 -	0 -	0 -
Rouyn-Noranda	3 0	0 -	3 0	0 -	0 -	2 0	0 -	2 0	0 -	0 -	3 0	0 -	0 -	0 -
Cornwall	14 0%	7 0%	7 0%	0 -	3 1%	0 -	4 0%	2 0%	3 0%	1 0%	8 0%	6 1%	0 -	0 -
Hawkesbury	4 0	2 0	2 0	0 -	2 0	2 0	0 -	0 -	0 -	0 -	4 0	0 -	0 -	0 -
Ottawa - Hull	181 5%	107 6%	74 4%	20 7%	25 4%	41 6%	38 4%	34 4%	24 4%	25 5%	87 4%	31 4%	12 3%	27 17%
Brockville	5 0	1 0	4 0	0 -	0 -	3 0	1 0	2 0	0 -	1 0	2 0	3 0	0 -	0 -
Pembroke	8 0%	3 0%	5 0%	0 -	0 -	0 -	5 1%	3 0%	0 -	0 -	2 0%	3 0%	4 1%	0 -
Kingston	20 1%	5 0%	15 1%	4 2%	1 0%	4 1%	4 0%	7 1%	0 -	3 1%	9 0%	8 1%	0 -	0 -
Belleville	11 0%	6 0%	4 0%	3 1%	0 -	0 -	0 -	6 1%	2 0%	0 -	8 0%	3 0%	0 -	0 -
Cobourg	1 0	0 -	1 0	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -	0 -	0 -	0 -
Peterborough	20 1%	5 0%	15 1%	0 -	4 1%	0 -	9 1%	5 1%	3 0%	2 0%	9 0%	6 1%	4 1%	0 -

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Lindsay	4 0	3 0	1 0	0 -	0 -	1 0	0 -	2 0	1 0	2 0	0 0	0 -	0 -	0 -
Oshawa	60 2%	24 1%	36 2%	8 3% G	16 3% GH	11 2% G	19 2% G	1 0%	4 1%	7 2%	37 2%	6 1%	4 1%	6 4%
Toronto	370 10%	185 10%	185 9%	48 17% DEFGH	51 9%	58 9%	85 9%	69 9%	47 8%	49 10% J	173 8%	88 13% J	42 12%	19 12%
Hamilton	94 2%	61 3% B	33 2%	5 2%	15 3%	14 2%	19 2%	24 3%	17 3%	6 1%	56 3%	12 2%	15 4%	5 3%
St. Catharines - Niagara	37 1%	15 1%	22 1%	6 2%	3 1%	8 1%	8 1%	3 0%	10 2% G	7 2%	20 1%	6 1%	4 1%	0 -
Kitchener	53 1%	27 1%	26 1%	8 3%	8 1%	14 2% H	14 1%	7 1%	3 0%	4 1%	19 1%	14 2%	11 3% J	5 3%
Brantford	18 0%	7 0%	11 1%	0 -	4 1%	5 1%	4 0%	3 0%	3 0%	2 0%	7 0%	0 -	4 1%	5 3% JK
Woodstock	10 0%	10 1% B	0 -	5 2% DEH	0 -	0 -	3 0%	2 0%	0 -	0 -	2 0%	3 0%	0 -	5 3% IJ
Tillsonburg	2 0	2 0	0 -	0 -	2 0	0 -	0 -	0 -	0 -	0 -	2 0	0 -	0 -	0 -
Simcoe	4 0%	4 0%	0 -	0 -	0 -	0 -	0 -	4 1%	0 -	1 0% J	0 -	3 0% J	0 -	0 -
Guelph	35 1%	21 1%	13 1%	0 -	4 1%	4 1%	17 2%	7 1%	2 0%	1 0%	19 1%	14 2% I	0 -	0 -
Stratford	2 0	0 -	2 0	0 -	2 0	0 -	0 -	0 -	0 -	0 -	2 0	0 -	0 -	0 -
London	68 2%	23 1%	45 2%	2 1%	6 1%	17 3% G	20 2%	5 1%	12 2%	9 2%	40 2%	11 2%	4 1%	4 3%
Chatham	9 0%	5 0%	4 0%	2 1%	0 -	3 0%	0 -	5 1%	0 -	1 0%	6 0%	3 0%	0 -	0 -
Leamington	4 0	2 0	2 0	0 -	0 -	2 0	0 -	2 0	0 -	0 -	4 0	0 -	0 -	0 -
Windsor	24 1%	15 1%	9 0%	3 1%	6 1% E	0 -	7 1%	3 0%	6 1% E	3 1%	15 1%	6 1%	0 -	0 -
Samia	12 0%	0 -	12 1% A	0 -	0 -	3 0%	7 1%	0 -	3 0%	1 0%	9 0%	3 0%	0 -	0 -
Collingwood	4	0	4	3	0	0	0	0	2	0	2	3	0	0

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
	0%	-	0%	1% F	-	-	-	-	0%	-	0%	0%	-	-
Barrie	31 1%	14 1%	17 1%	0 -	0 -	5 1%	10 1%	16 2% DH	0 -	0 -	19 1% I	0 -	8 2% IK	4 3% IK
Orillia	9 0%	5 0%	4 0%	5 2% DFG	0 -	2 0%	0 -	0 -	2 0%	0 -	6 0%	3 0%	0 -	0 -
Midland	5 0	2 0	3 0	0 -	0 -	2 0	2 0	0 -	1 0	1 0	4 0	0 -	0 -	0 -
North Bay	11 0%	2 0%	9 0%	0 -	1 0%	4 1%	1 0%	3 0%	3 0%	4 1% K	7 0%	0 -	0 -	0 -
Sudbury	25 1%	4 0%	21 1% A	0 -	13 2% FGH	6 1%	2 0%	2 0%	2 0%	1 0%	18 1%	5 1%	0 -	0 -
Haileybury	1 0	1 0	0 -	0 -	0 -	0 -	0 -	0 -	1 0	1 0 J	0 -	0 -	0 -	0 -
Timmins	9 0	5 0	4 0	0 -	2 0	2 0	5 0	0 -	0 -	1 0	8 0	0 -	0 -	0 -
Sault Ste. Marie	18 0%	10 1%	8 0%	0 -	4 1%	0 -	4 0%	4 0%	4 1%	2 0%	14 1%	3 0%	0 -	0 -
Thunder Bay	24 1%	13 1%	11 1%	0 -	0 -	6 1% F	0 -	12 2% DF	6 1% F	6 1%	15 1%	3 0%	0 -	0 -
Kenora	4 0%	4 0%	0 -	0 -	0 -	0 -	4 0%	0 -	0 -	0 -	0 -	0 -	4 1% J	0 -
Winnipeg	82 2%	40 2%	42 2%	5 2%	10 2%	13 2%	21 2%	22 3%	11 2%	13 3%	41 2%	18 3%	10 3%	0 -
Portage la Prairie	1 0	0 -	1 0	0 -	1 0	0 -	0 -	0 0	0 -	0 -	0 0	1 0	0 -	0 -
Brandon	6 0	3 0	4 0	0 0	0 -	2 0	1 0	2 0	0 0	2 0	3 0	1 0	1 0	0 -
Thompson	2 0	0 0	1 0	0 -	0 0	1 0	0 0	0 -	0 -	0 0	1 0	0 -	0 -	0 -
Regina	30 1%	18 1%	12 1%	3 1%	5 1%	3 1%	9 1%	6 1%	4 1%	3 1%	17 1%	5 1%	5 1%	1 1%
Yorkton	2 0	1 0	1 0	0 -	1 0	0 0	1 0	0 -	0 0	0 0	2 0	0 -	0 -	0 -
Moose Jaw	5 0%	1 0%	3 0%	0 -	0 0%	1 0%	1 0%	2 0%	1 0%	0 0%	3 0%	0 -	0 -	1 1%

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Swift Current	3 0	1 0	2 0	0 -	0 -	1 0	1 0	0 0	0 0	1 0	2 0	1 0	0 -	0 -
Saskatoon	30 1%	17 1%	14 1%	3 1%	5 1%	4 1%	8 1%	7 1%	4 1%	3 1%	19 1%	5 1%	2 1%	0 -
North Battleford	1 0	0 -	1 0	0 -	0 -	0 0	0 0	0 -	0 0	0 -	1 0	0 -	0 -	0 -
Prince Albert	3 0	2 0	2 0	0 -	0 0	1 0	1 0	0 0	0 -	0 -	1 0	1 0	2 0	0 -
Estevan	1 0	0 -	1 0	0 -	0 0	0 0	0 -	0 -	0 0	0 0	1 0	0 -	0 -	0 -
Medicine Hat	10 0	6 0	4 0	0 -	2 0	2 0	3 0	2 0	1 0	1 0	8 0	2 0	0 -	0 -
Lethbridge	14 0%	8 0%	6 0%	1 0%	4 1%	4 1%	1 0%	3 0%	1 0%	1 0%	9 0%	2 0%	0 -	3 2%
Calgary	98 3%	46 2%	52 3%	11 4%	9 2%	22 3%	20 2%	20 3%	12 2%	11 2%	57 3%	18 3%	8 2%	5 3%
Red Deer	7 0	4 0	3 0	1 0	2 0	2 0	1 0	1 0	0 -	0 -	6 0	1 0	0 -	0 -
Edmonton	150 4%	70 4%	80 4%	8 3%	26 4%	31 5%	43 4%	23 3%	18 3%	17 4%	81 4%	28 4%	19 6%	5 3%
Lloydminster	1 0	1 0	0 0	0 -	0 -	0 -	0 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -
Grand Centre	3 0%	1 0%	3 0%	0 -	0 -	0 -	2 0%	1 0%	0 -	1 0%	1 0%	0 -	2 1%	0 -
Grande Prairie	6 0%	4 0%	2 0%	2 1%	3 0%	0 -	1 0%	1 0%	0 -	0 -	2 0%	5 1%	0 -	0 -
Wood Buffalo	1 0	1 0	1 0	0 -	1 0	0 -	0 -	0 -	1 0	1 0	1 0	0 -	0 -	0 -
Wetaskiwin	4 0	1 0	3 0	0 -	0 -	0 0	0 -	1 0	2 0	0 0	2 0	1 0	0 -	0 -
Cranbrook	2 0	2 0	0 -	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	2 0	0 -	0 -
Penticton	2 0	0 -	2 0	0 -	0 -	1 0	0 0	0 0	0 0	1 0	1 0	0 -	0 -	0 -
Kelowna	31 1%	14 1%	17 1%	0 -	2 0%	5 1%	11 1%	5 1%	7 1%	5 1%	15 1%	6 1%	2 1%	2 2%

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Vernon	6 0%	4 0%	2 0%	0 -	0 -	2 0%	0 -	0 -	4 1%	2 0%	3 0%	1 0%	0 -	0 -
Kamloops	17 0%	8 0%	10 0%	0 -	3 1%	3 0%	3 0%	6 1%	2 0%	1 0%	13 1%	3 0%	0 -	0 -
Chilliwack	12 0%	4 0%	8 0%	0 -	2 0%	3 1%	2 0%	3 0%	2 0%	0 -	9 0%	3 0%	0 -	0 -
Abbotsford	21 1%	11 1%	9 0%	1 0%	2 0%	6 1%	7 1%	0 -	5 1%	1 0%	6 0%	5 1%	6 2%	3 2%
Vancouver	178 5%	92 5%	86 4%	11 4%	26 5%	24 4%	34 4%	41 5%	38 7%	25 5%	100 5%	28 4%	12 3%	13 8%
Victoria	65 2%	23 1%	41 2%	3 1%	6 1%	9 1%	10 1%	16 2%	16 3%	9 2%	37 2%	11 2%	6 2%	2 2%
Duncan	6 0	5 0	1 0	0 -	2 0	0 -	0 -	3 0	1 0	1 0	2 0	3 0	0 -	0 -
Nanaimo	11 0%	4 0%	7 0%	0 -	3 1%	2 0%	4 0%	2 0%	0 0%	2 0%	6 0%	3 0%	0 -	0 -
Port Alberni	2 0	1 0	1 0	0 -	2 0	0 -	0 -	0 -	0 -	1 0	1 0	0 -	0 -	0 -
Courtenay	10 0	5 0	4 0	0 -	1 0	0 -	5 0	3 0	2 0	1 0	7 0	1 0	0 -	0 -
Campbell River	12 0%	7 0%	5 0%	2 1%	1 0%	4 1%	4 0%	0 -	1 0%	1 0%	5 0%	1 0%	4 1%	0 -
Powell River	3 0	1 0	1 0	0 -	0 -	1 0	0 -	1 0	0 -	0 -	1 0	1 0	0 -	0 -
Williams Lake	1 0	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -	0 -	0 -
Quesnel	5 0	4 0	0 0	0 -	0 -	0 0	3 0	1 0	1 0	1 0	2 0	2 0	0 -	0 -
Prince Rupert	2 0	0 -	2 0	0 -	0 -	1 0	0 -	0 -	1 0	0 -	2 0	0 -	0 -	0 -
Terrace	4 0	1 0	3 0	0 -	2 0	0 0	0 -	0 0	1 0	1 0	3 0	0 -	0 -	0 -
Prince George	10 0%	3 0%	7 0%	0 -	3 1%	0 -	7 1%	0 -	0 -	1 0%	6 0%	3 0%	0 -	0 -
Dawson Creek	3	2	1	0	0	1	0	0	2	0	3	0	0	0

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
	0	0	0	-	-	0	-	-	0	-	0	-	-	-
Fort St. John	2 0	0 -	2 0	0 -	1 0	0 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	0 -
Not in a CMA/Unknown	982 25%	488 26%	493 25%	51 18%	111 19%	151 24%	265 27%	215 28%	180 31%	108 23%	629 28%	148 21%	75 22%	22 14%
							CD	CD	CDE		IK			

DEMOGRAPHICS

Respondent's Sex:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Male	1912 49%	1912 100%	0 -	150 54%	295 51%	282 44%	507 52%	388 50%	275 47%	196 41%	1114 50%	338 49%	178 52%	87 55%
Female	1971 51%	0 -	1971 100%	130 46%	278 49%	358 56%	471 48%	387 50%	307 53%	278 59%	1108 50%	350 51%	166 48%	70 45%

DEMOGRAPHICS

Language of Interview:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
English	2978 77%	1466 77%	1512 77%	232 83% D	407 71%	505 79% D	737 75%	603 78% D	450 77% D	338 71%	1677 75% I	555 81% IJ	270 78%	139 89% I
French	904 23%	445 23%	459 23%	49 17%	166 29% CEG	135 21%	241 25%	172 22%	132 23%	136 29% JKM	544 25% K	132 19%	74 22%	17 11%

DEMOGRAPHICS

Canadian Markets:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
BC	506 13%	246 13%	260 13%	23 8%	71 12%	76 12%	117 12%	103 13%	106 18%	69 15%	286 13%	90 13%	36 11%	25 16%
AB	400 10%	194 10%	206 10%	33 12%	59 10%	79 12%	96 10%	78 10%	52 9%	39 8%	243 11%	72 10%	33 10%	13 8%
SK	119 3%	59 3%	61 3%	8 3%	18 3%	18 3%	32 3%	25 3%	17 3%	13 3%	76 3%	17 3%	11 3%	2 1%
MB	136 3%	65 3%	71 4%	9 3%	19 3%	22 3%	31 3%	36 5%	18 3%	22 5%	70 3%	27 4%	14 4%	3 2%
ON	1487 38%	741 39%	746 38%	129 46%	198 35%	257 40%	362 37%	293 38%	221 38%	154 32%	815 37%	279 41%	148 43%	91 58%
PQ	945 24%	467 24%	478 24%	60 21%	178 31%	138 22%	254 26%	178 23%	127 22%	143 30%	566 25%	144 21%	76 22%	16 10%
NB	93 2%	45 2%	48 2%	6 2%	13 2%	14 2%	27 3%	20 3%	12 2%	11 2%	52 2%	17 2%	9 3%	4 3%
NS	117 3%	57 3%	61 3%	8 3%	9 2%	19 3%	34 3%	27 3%	20 3%	14 3%	66 3%	26 4%	9 3%	2 1%
PEI	16 0	8 0	8 0	1 0	2 0	3 0	4 0	4 0	3 0	2 0	10 0	3 0	1 0	0 -
NFLD	64 2%	31 2%	32 2%	4 1%	7 1%	15 2%	20 2%	12 2%	6 1%	6 1%	37 2%	13 2%	6 2%	1 1%

DEMOGRAPHICS

Quota:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
less than 25	334 9%	184 10%	150 8%	281 100% DEFGH	54 9% EFGH	0 - -	0 - -	0 - -	0 - -	15 3%	86 4%	110 16%	74 22% IJ	48 31% IJK
25-34	577 15%	278 15%	299 15%	0 - - CEFGH	520 91% CEFGH	57 9% CFGH	0 - - CDGH	0 - - CDEH	0 - - CDEFH	48 10%	409 18% IKM	54 8% L	56 16% K	9 6%
35-44	669 17%	319 17%	350 18%	0 - - CDEGH	0 - - CDEGH	583 91% CDEGH	85 9% CDGH	0 - - CDEH	0 - - CDEFH	72 15% L	482 22% IKLM	89 13% L	14 4% L	12 8%
45-54	968 25%	496 26%	472 24%	0 - - CDEGH	0 - - CDEGH	0 - - CDEGH	893 91% CDEGH	76 10% CDEH	0 - - CDEFH	104 22% L	420 19% IJ	263 38% IJ	135 39% IJ	45 29%
55-64	772 20%	378 20%	394 20%	0 - - CDEGH	0 - - CDEGH	0 - - CDEGH	0 - - CDEGH	700 90% CDEH	73 12% CDEFH	107 22% L	488 22% L	122 18% L	38 11% L	18 12%
65 or older	563 14%	257 13%	306 16%	0 - - CDEFGH	0 - - CDEFGH	0 - - CDEFGH	0 - - CDEFGH	0 - - CDEFGH	510 88% CDEFGH	128 27% JKL	336 15% KL	49 7% KL	26 8% KL	23 15%

TALKING ABOUT CHARITIES

1A. Thinking about charities in general, would you say you trust them:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	1066 27%	527 28%	538 27%	87 31%	146 26%	204 32%	256 26%	196 25%	168 29%	123 26%	625 28%	189 27%	75 22%	54 35%
Some	1961 50%	927 48%	1034 52%	136 48%	293 51%	319 50%	508 52%	395 51%	273 47%	234 49%	1093 49%	372 54%	179 52%	83 53%
A little	684 18%	358 19%	326 17%	45 16%	115 20%	91 14%	182 19%	148 19%	100 17%	93 20%	402 18%	100 15%	70 20%	19 12%
Not at all	151 4%	91 5%	59 3%	8 3%	18 3%	22 3%	30 3%	34 4%	35 6%	20 4%	94 4%	24 3%	12 3%	1 1%
Don't know/Refused	23 1%	10 1%	13 1%	4 2%	2 0%	3 1%	3 0%	2 0%	7 1%	4 1%	8 0%	3 0%	7 2%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3026 78%	1454 76%	1573 80%	223 79%	439 77%	523 82%	763 78%	592 76%	441 76%	357 75%	1718 77%	560 82%	254 74%	137 88%
A little/Not at all	835 21%	449 23%	386 20%	53 19%	132 23%	114 18%	212 22%	182 23%	135 23%	113 24%	495 22%	124 18%	82 24%	19 12%

TALKING ABOUT CHARITIES

1B. 1) Why do you say that you trust them A lot/Some?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
TOTAL MENTIONS														
Base: Respondents who said they trust them A lot/Some														
Unweighted Base	3058	1331	1727	146	428	548	730	637	534	738	1772	375	131	42
Weighted Base	3026	1454	1573	223*	439	523	763	592	441	357	1718	560	254*	137*
NEGATIVE MENTIONS (NET)	1558	742	816	90	226	248	414	331	224	186	885	287	128	72
	51%	51%	52%	40%	51%	47%	54%	56%	51%	52%	52%	51%	50%	52%
- Not sure where the money is really going	582	261	321	42	91	85	153	126	77	64	346	103	30	39
	19%	18%	20%	19%	21%	16%	20%	21%	17%	18%	20%	18%	12%	28%
- Spend too much on salaries and/or administration	220	101	119	3	15	29	54	69	49	30	128	41	16	4
	7%	7%	8%	2%	4%	6%	7%	12%	11%	9%	7%	7%	6%	3%
- Scam/scandal general mention	165	72	93	16	31	32	34	30	19	17	90	29	25	4
	5%	5%	6%	7%	7%	6%	5%	5%	4%	5%	5%	5%	10%	3%
- Read/ heard in media about a scam/scandal	122	65	57	5	18	38	31	13	12	17	64	25	15	0
	4%	4%	4%	2%	4%	7%	4%	2%	3%	5%	4%	4%	6%	-
- Not sure they are who they say they are	117	47	70	4	19	31	34	15	14	12	75	19	7	4
	4%	3%	4%	2%	4%	6%	5%	3%	3%	3%	4%	3%	3%	3%
- Help is not getting to the right people	98	48	50	3	14	9	23	30	19	11	63	17	7	1
	3%	3%	3%	1%	3%	2%	3%	5%	4%	3%	4%	3%	3%	1%
- Read/heard negative story in media	80	31	49	2	13	15	28	11	12	10	47	18	4	1
	3%	2%	3%	1%	3%	3%	4%	2%	3%	3%	3%	3%	2%	1%
- I don't have confidence/ trust in (some of) them	59	25	34	4	4	8	17	10	11	7	37	5	2	8
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%	6%
- I don't like their fundraising tactics	46	20	26	3	2	6	9	14	11	8	27	7	5	0
	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	2%	-
- They (some) are dishonest/ untrustworthy	40	20	19	3	4	8	8	7	8	6	17	6	4	7
	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	5%
- They (some) mispend/ misdirect waste funds	34	20	15	0	2	1	14	14	3	7	18	1	8	0
	1%	1%	1%	-	0%	0%	2%	2%	1%	2%	1%	0%	3%	-
- Seen/ heard/ read (negative) comments or stories about charities	25	10	15	2	4	4	6	7	3	1	14	4	7	0
	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	3%	-
- I had a negative experience as an employee/ volunteer/ donor etc.	23	13	10	0	2	1	6	4	7	1	10	3	9	0
	1%	1%	1%	-	0%	0%	1%	1%	2%	0%	1%	1%	4%	-
- They (some) are not transparent/ accountable	22	10	12	0	3	5	6	7	1	4	16	2	0	0
	1%	1%	1%	-	1%	1%	1%	1%	0%	1%	1%	0%	-	-
- There are too many charities/ is	22	12	10	0	1	3	12	1	5	6	10	4	2	0

TALKING ABOUT CHARITIES

1B. 1) Why do you say that you trust them A lot/Some?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
too much fundraising	1%	1%	1%	-	0%	1%	2%	0%	1%	2%	1%	1%	1%	-
- They (some) misappropriate funds/ perpetrate fraud/ commit crimes	22 1%	10 1%	12 1%	0 -	6 1%	1 0%	10 1%	2 0%	3 1%	5 1%	11 1%	5 1%	1 0%	0 -
- They (some) are bad	21 1%	17 1%	4 0%	1 1%	1 0%	5 1%	9 1%	3 1%	2 0%	1 0%	8 0%	9 2%	4 1%	0 -
- I am cautious/ suspicious/ skeptical	20 1%	7 1%	12 1%	0 -	4 1%	2 0%	5 1%	5 1%	5 1%	3 1%	13 1%	3 1%	0 -	0 -
- Don't trust large/ national charities/ only deal with local charities	19 1%	14 1%	6 0%	0 -	3 1%	2 0%	10 1%	0 0%	4 1%	1 0%	9 1%	4 1%	6 2%	0 -
- I volunteer for/am involved with a charity	14 0%	5 0%	9 1%	0 -	4 1%	3 1%	1 0%	3 0%	2 1%	2 1%	7 0%	0 -	4 2%	0 -
- Employees or volunteers steal/ misappropriate funds/ commit crimes	14 0%	10 1%	4 0%	2 1%	3 1%	3 1%	2 0%	1 0%	3 1%	3 1%	4 0%	6 1%	1 0%	0 -
- They (some) are deceptive/ misleading	11 0%	7 0%	4 0%	2 1%	1 0%	0 0%	3 0%	2 0%	3 1%	2 1%	7 0%	2 0%	0 -	0 -
- Employees/ volunteers/ beneficiaries exploit charities	8 0%	3 0%	5 0%	0 -	2 0%	2 0%	2 0%	2 0%	0 -	3 1%	5 0%	0 -	0 -	0 -
- They (some) are not making progress/ I don't see results	5 0	3 0	2 0	0 -	0 -	1 0	2 0	1 0	1 0	0 0	3 0	2 0	0 -	0 -
- They (some) are not dedicated/ serious	4 0%	0 -	4 0%	0 -	1 0%	0 -	0 -	3 1%	0 -	0 -	4 0%	0 -	0 -	0 -
- They (some) hoard/ don't disburse funds	4 0%	2 0%	2 0%	0 -	0 -	0 -	4 1%	0 -	0 -	0 -	4 0%	0 -	0 -	0 -
- I don't (like to) donate to charity	3 0	0 0	3 0	0 -	0 -	1 0	0 -	1 0	1 0	2 0	1 0	0 -	0 -	0 -
- They (some) manipulate donors to raise funds	2 0	2 0	0 -	0 -	2 0	0 -	0 -	0 -	0 -	0 -	2 0	0 -	0 -	0 -
- Other negative mentions	50 2%	31 2%	19 1%	8 3%	9 2%	6 1%	8 1%	12 2%	6 1%	6 2%	26 2%	12 2%	0 -	6 4%
POSITIVE MENTIONS (NET)	1440 48%	697 48%	742 47%	119 53%	192 44%	270 52%	331 43%	273 46%	232 53%	164 46%	825 48%	263 47%	107 42%	80 58%
- They do what they say they do	201 7%	79 5%	122 8%	14 6%	32 7%	39 7%	51 7%	37 6%	29 7%	21 6%	115 7%	32 6%	18 7%	14 10%
- They do an important job	200 7%	104 7%	96 6%	24 11%	28 6%	36 7%	42 5%	29 5%	39 9%	28 8%	103 6%	35 6%	22 9%	13 9%

TALKING ABOUT CHARITIES

1B. 1) Why do you say that you trust them A lot/Some?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
- I volunteer for / am involved with a charity	168 6%	65 4%	103 7%	3 1%	12 3%	32 6%	35 5%	35 6%	46 10% CDEFG	27 K	113 7%	21 4%	7 3%	0 -
- I have confidence/ trust in (some of) them	126 4%	43 3%	83 5% A	16 7% D	10 2%	17 3%	31 4%	21 4%	22 5%	16 4%	64 4%	28 5%	9 4%	8 6%
- Charities are accountable	125 4%	60 4%	65 4%	6 3%	21 5%	34 6% F	24 3%	21 3%	20 5%	15 4%	88 5%	16 3%	4 2%	1 1%
- Their services are needed	79 3%	42 3%	36 2%	11 5%	14 3%	9 2%	20 3%	11 2%	13 3%	10 3%	39 2%	21 4%	5 2%	4 3%
- I donate to (support) a charity/ charities	69 2%	24 2%	45 3%	5 2%	5 1%	8 2%	13 2%	17 3%	21 5% DEF	11 3%	38 2%	13 2%	7 3%	0 -
- They (some) do good works/ are a worthy cause	66 2%	38 3%	28 2%	7 3%	15 3% H	11 2%	12 2%	16 3%	3 1%	6 2%	37 2%	13 2%	5 2%	5 4%
- Charities are well-regulated	65 2%	40 3%	25 2%	4 2%	7 2%	18 3%	13 2%	14 2%	7 2%	2 1%	44 3% I	11 2%	5 2%	3 2%
- I know people who get help from charities	64 2%	21 1%	43 3%	5 2%	9 2%	7 1%	16 2%	21 3%	6 1%	9 2%	33 2%	16 3%	2 1%	4 3%
- They (some) help people in need	55 2%	23 2%	32 2%	2 1%	7 2%	11 2%	17 2%	13 2%	6 1%	7 2%	25 1%	10 2%	4 1%	10 7% J
- I only deal with familiar/well-known charities	45 1%	13 1%	31 2%	10 5% FGH	5 1%	9 2%	9 1%	7 1%	2 1%	3 1%	21 1%	10 2%	10 4% J	0 -
- Charities are well managed/ fiscally responsible	43 1%	18 1%	25 2%	0 -	2 0%	8 1%	12 2%	15 3% D	6 1%	4 1%	18 1%	17 3% J	0 -	4 3%
- They (some) are good	42 1%	29 2% B	12 1%	2 1%	2 1%	6 1%	10 1%	18 3% DH	3 1%	4 1%	14 1%	15 3% J	4 1%	5 4%
- Never had any problems with them	39 1%	25 2%	14 1%	1 0%	8 2%	7 1%	7 1%	8 1%	8 2%	3 1%	24 1%	3 1%	9 4% K	0 -
- I donate to (support) specific charities (i.e. church, cancer)	38 1%	20 1%	18 1%	4 2%	3 1%	8 2%	9 1%	7 1%	5 1%	4 1%	27 2%	3 0%	0 -	4 3%
- No reason not to trust them	38 1%	23 2%	15 1%	4 2%	3 1%	9 2%	13 2%	4 1%	5 1%	2 1%	31 2% I	2 0%	0 -	2 2%
- They (some) have a good reputation	38 1%	17 1%	21 1%	7 3%	3 1%	11 2%	5 1%	8 1%	4 1%	1 0%	16 1%	8 1%	8 3%	4 3%
- They (some) are honest/ trustworthy	36 1%	16 1%	19 1%	2 1%	2 1%	9 2%	5 1%	6 1%	11 2% F	3 1%	20 1%	6 1%	6 2%	0 -
- Employees/ volunteers are good people	28 1%	20 1%	8 1%	5 2%	0 0%	4 1%	12 2%	3 0%	4 1%	5 1%	9 1%	8 1%	5 2%	0 -

TALKING ABOUT CHARITIES

1B. 1) Why do you say that you trust them A lot/Some?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
- I research before donating	26 1%	15 1%	11 1%	0 -	4 1%	5 1%	7 1%	4 1%	4 1%	1 0%	21 1%	4 1%	0 -	0 -
- They (some) are making progress/ I see results	24 1%	20 1%	5 0%	5 2%	2 0%	4 1%	4 1%	6 1%	2 1%	2 0%	17 1%	5 1%	0 0%	0 -
- They (some) are dedicated/ serious/ motivated	22 1%	10 1%	12 1%	3 1%	4 1%	3 1%	9 1%	4 1%	0 -	1 0%	11 1%	5 1%	5 2%	0 -
- They (some) are transparent in their activities/ operations	17 1%	3 0%	14 1%	4 2%	0 0%	4 1%	6 1%	1 0%	3 1%	0 0%	11 1%	3 0%	4 1%	0 -
- Good government oversight	16 1%	12 1%	3 0%	0 0%	0 0%	7 1%	4 1%	3 0%	1 0%	2 0%	12 1%	2 0%	0 -	0 -
- I have had good experience(s) with them	13 0%	6 0%	7 0%	0 0%	2 0%	6 1%	0 0%	1 0%	1 0%	2 1%	8 0%	0 0%	0 -	3 2%
- I benefited from a charity	8 0%	2 0%	6 0%	0 -	2 0%	1 0%	4 1%	0 -	1 0%	2 1%	3 0%	0 -	0 -	2 2%
- They benefit everyone	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -
- Other positive mentions	50 2%	27 2%	23 1%	5 2%	12 3%	9 2%	12 2%	4 1%	7 2%	6 2%	33 2%	7 1%	4 1%	0 -
Don't know/Refused	137 5%	75 5%	62 4%	14 6%	34 8%	23 4%	36 5%	21 3%	8 2%	14 4%	65 4%	34 6%	21 8%	2 2%

OTHER RESPONSES

Other	12 0%	7 0%	5 0%	0 -	5 1%	1 0%	2 0%	2 0%	3 1%	3 1%	6 0%	0 -	4 1%	0 -
NEUTRAL MENTIONS (NET)	57 2%	20 1%	37 2%	14 6%	9 2%	8 1%	11 1%	9 2%	6 1%	5 1%	32 2%	15 3%	4 2%	1 1%
- Don't know enough about (some of) them	28 1%	11 1%	17 1%	9 4%	7 2%	3 1%	3 0%	3 1%	1 0%	2 1%	13 1%	9 2%	4 1%	0 -
- It depends on the charity	16 1%	2 0%	13 1%	0 -	2 0%	1 0%	7 1%	4 1%	2 0%	1 0%	9 1%	5 1%	0 -	1 1%
- Seen/ read/ heard stories (in the media)	11 0%	4 0%	6 0%	2 1%	0 -	3 1%	1 0%	2 0%	3 1%	1 0%	8 0%	0 0%	1 0%	0 -
- Other neutral mentions	3 0%	3 0%	0 0%	2 1%	0 -	0 0%	0 -	0 -	1 0%	1 0%	2 0%	0 -	0 -	0 -

TALKING ABOUT CHARITIES

1B. 2) Why do you say that you trust them A little/Not at all?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
TOTAL MENTIONS														
Base: Respondents who said they trust them A little/Not at all														
Unweighted Base	781	396	385	41	109	117	188	180	141	209	444	86	35	7
Weighted Base	835	449	386	53**	132*	114*	212	182	135*	113	495	124*	82**	19**
NEGATIVE MENTIONS (NET)	713 85%	370 82%	344 89%	40 75%	112 84%	96 85%	184 87%	149 82%	125 93%	91 81%	431 87%	100 80%	72 87%	19 100%
- Not sure where the money is really going	266 32%	129 29%	137 36%	12 22%	47 35%	41 36%	64 30%	57 31%	40 30%	38 34%	157 32%	40 32%	25 30%	6 30%
- Spend too much on salaries and/or administration	116 14%	59 13%	58 15%	5 9%	12 9%	8 7%	36 17%	31 17%	23 17%	13 12%	75 15%	12 10%	15 18%	1 4%
- Help is not getting to the right people	71 8%	29 6%	42 11%	0 1%	7 5%	7 6%	16 8%	20 11%	19 14%	2 2%	47 9%	13 11%	8 10%	0 -
- Scam/scandal general mention	67 8%	37 8%	30 8%	6 11%	18 14%	8 7%	17 8%	7 4%	11 8%	9 8%	31 6%	10 8%	14 17%	3 16%
- Read/ heard in media about a scam/scandal	61 7%	39 9%	21 6%	2 4%	6 5%	12 10%	22 10%	7 4%	11 8%	5 4%	40 8%	7 6%	9 11%	0 -
- Read/heard negative story in media	57 7%	41 9%	16 4%	1 2%	8 6%	1 1%	22 10%	14 7%	12 9%	5 4%	26 5%	8 7%	17 21%	1 4%
- Not sure they are who they say they are	38 5%	17 4%	21 5%	4 7%	6 4%	12 10%	5 2%	7 4%	4 3%	6 6%	26 5%	4 3%	2 2%	0 -
- I don't like their fundraising tactics	27 3%	14 3%	13 3%	2 4%	2 2%	6 5%	4 2%	5 3%	7 5%	3 3%	19 4%	3 3%	1 1%	0 -
- Seen/ heard/ read (negative) comments or stories about charities	22 3%	5 1%	17 4%	0 -	3 2%	0 -	7 3%	7 4%	6 4%	2 2%	13 3%	6 5%	0 0%	0 -
- Employees or volunteers steal/ misappropriate funds/ commit crimes	20 2%	10 2%	9 2%	2 3%	6 4%	5 4%	3 1%	3 1%	2 1%	3 2%	11 2%	2 2%	4 5%	0 -
- They (some) mispend/ misdirect waste funds	19 2%	14 3%	6 1%	0 -	4 3%	2 2%	5 2%	7 4%	2 1%	2 1%	15 3%	3 2%	0 -	0 -
- I don't (like to) donate to charity	15 2%	9 2%	6 2%	0 -	0 -	3 3%	5 2%	2 1%	6 4%	1 1%	14 3%	0 -	0 -	0 -
- I had a negative experience as an employee/ volunteer/ donor etc.	15 2%	4 1%	10 3%	2 4%	1 1%	2 1%	6 3%	2 1%	2 1%	2 2%	7 1%	3 2%	2 2%	1 4%
- There are too many charities/ is too much fundraising	15 2%	11 3%	4 1%	0 -	5 4%	1 1%	2 1%	4 2%	3 2%	0 0%	8 2%	4 3%	0 -	3 13%
- They (some) misappropriate	13	5	8	0	0	2	4	2	4	3	9	1	0	0

TALKING ABOUT CHARITIES

1B. 2) Why do you say that you trust them A little/Not at all?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
funds/ perpetrate fraud/ commit crimes	2%	1%	2%	-	0%	2%	2%	1%	3%	2%	2%	1%	-	-
- I don't have confidence/ trust in (some of) them	13 2%	6 1%	7 2%	0 -	3 2%	2 1%	3 1%	4 2%	1 1%	3 3%	8 2%	2 1%	0 -	0 -
- I am cautious/ suspicious/ skeptical	10 1%	2 0%	8 2%	0 -	0 -	0 -	4 2%	2 1%	4 3%	1 1%	7 1%	2 2%	0 -	0 -
- They (some) are not transparent/ accountable	10 1%	6 1%	3 1%	0 1%	2 2%	0 -	3 1%	4 2%	0 -	2 2%	5 1%	3 2%	0 -	0 -
- They (some) are dishonest/ untrustworthy	9 1%	8 2%	1 0%	0 -	3 2%	0 -	2 1%	2 1%	3 2%	1 1%	5 1%	0 -	0 -	3 13%
- Employees/ volunteers/ beneficiaries exploit charities	7 1%	4 1%	3 1%	2 4%	0 -	0 -	3 1%	1 0%	1 1%	2 2%	5 1%	0 -	0 -	0 -
- They (some) are not making progress/ I don't see results	6 1%	2 0%	4 1%	0 -	1 1%	3 3%	2 1%	0 -	0 -	1 1%	5 1%	0 -	0 -	0 -
- They (some) are bad	4 0%	1 0%	3 1%	0 -	0 0%	2 2%	1 1%	0 -	0 -	1 1%	3 1%	0 -	0 -	0 -
- I volunteer for/am involved with a charity	3 0%	0 -	3 1%	0 -	0 -	0 -	2 1%	0 -	2 1%	0 -	3 1%	0 -	0 -	0 -
- Don't trust large/ national charities/ only deal with local charities	2 0%	0 0%	2 0%	0 -	0 -	0 -	0 0%	1 1%	1 1%	1 1%	1 0%	0 -	0 -	0 -
- They (some) hoard/ don't disburse funds	2 0%	1 0%	1 0%	0 -	0 -	2 2%	0 -	0 0%	0 -	1 1%	1 0%	0 -	0 -	0 -
- They (some) are not dedicated/ serious	2 0%	2 0%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	2 0%	0 -	0 -	0 -
- They (some) are deceptive/ misleading	2 0%	0 -	2 0%	0 -	0 -	0 -	0 -	1 0%	1 1%	2 1%	0 -	0 -	0 -	0 -
- They (some) manipulate donors to raise funds	1 0%	0 -	1 0%	0 -	0 -	0 -	0 -	1 0%	0 -	1 1%	0 -	0 -	0 -	0 -
- Other negative mentions	20 2%	15 3%	5 1%	7 13%	4 3%	4 3%	0 -	2 1%	3 2%	3 2%	10 2%	1 0%	0 -	7 36%
POSITIVE MENTIONS (NET)	70 8%	35 8%	35 9%	0 1%	12 9%	12 10%	15 7%	21 12%	9 7%	9 8%	48 10%	13 10%	0 -	0 -
- I donate to (support) a charity/ charities	20 2%	11 2%	10 2%	0 -	2 1%	5 4%	4 2%	8 4%	2 1%	2 2%	13 3%	6 5%	0 -	0 -
- I only deal with familiar/well-known charities	8 1%	2 0%	6 2%	0 -	2 2%	2 1%	2 1%	2 1%	1 1%	2 1%	6 1%	0 -	0 -	0 -

TALKING ABOUT CHARITIES

1B. 2) Why do you say that you trust them A little/Not at all?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
- I donate to (support) specific charities (i.e. church, cancer)	6 1%	4 1%	2 0%	0 -	2 2%	0 -	2 1%	2 1%	0 0%	0 -	6 1%	0 -	0 -	0 -
- Charities are accountable	5 1%	0 -	5 1%	0 -	0 -	1 1%	0 -	2 1%	3 2%	0 -	5 1%	0 -	0 -	0 -
- I know people who get help from charities	5 1%	3 1%	2 0%	0 -	3 2%	0 -	2 1%	0 -	0 -	0 -	2 0%	3 2%	0 -	0 -
- I have confidence/ trust in (some of) them	4 1%	2 0%	2 1%	0 -	0 -	0 -	0 0%	3 2%	1 1%	1 1%	3 1%	0 -	0 -	0 -
- They (some) do good works/ are a worthy cause	4 0%	2 1%	2 0%	0 -	2 2%	0 -	1 1%	0 0%	0 -	0 -	3 1%	1 1%	0 -	0 -
- They (some) are good	4 0%	1 0%	3 1%	0 -	0 0%	2 2%	1 1%	0 -	0 -	1 1%	3 1%	0 -	0 -	0 -
- I research before donating	4 0%	3 1%	0 0%	0 -	0 0%	0 -	1 1%	0 0%	2 1%	0 0%	3 1%	0 -	0 -	0 -
- They do what they say they do	3 0%	0 0%	3 1%	0 1%	0 0%	2 2%	0 0%	0 -	0 -	0 0%	2 0%	0 -	0 -	0 -
- They do an important job	3 0%	2 1%	0 0%	0 1%	0 -	0 -	0 -	2 1%	1 1%	1 1%	0 0%	2 1%	0 -	0 -
- I volunteer for / am involved with a charity	2 0%	1 0%	1 0%	0 -	0 -	0 0%	0 -	2 1%	0 -	1 1%	0 0%	1 1%	0 -	0 -
- Their services are needed	2 0%	2 0%	0 0%	0 -	0 0%	0 0%	0 0%	1 1%	0 -	0 0%	2 0%	0 -	0 -	0 -
- I have had good experience(s) with them	2 0%	2 0%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	2 0%	0 -	0 -	0 -
- They (some) are making progress/ I see results	1 0%	0 -	1 0%	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 0%	0 -	0 -	0 -
- They (some) have a good reputation	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -
- Good government oversight	0 0	0 0	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -	0 0	0 -	0 -
- They (some) are honest/ trustworthy	0 0	0 -	0 0	0 -	0 -	0 -	0 -	0 -	0 0	0 0	0 -	0 -	0 -	0 -
- Charities are well managed/ fiscally responsible	0 0	0 -	0 0	0 -	0 -	0 -	0 -	0 -	0 0	0 0	0 -	0 -	0 -	0 -
- Other positive mentions	0 0	0 -	0 0	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 0	0 -	0 -	0 -

TALKING ABOUT CHARITIES

1B. 2) Why do you say that you trust them A little/Not at all?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Don't know/Refused	55 7%	39 9% B	16 4%	12 22%	12 9%	7 6%	12 6%	8 4%	4 3%	13 11% J	26 5%	10 8%	7 8%	0 -
OTHER RESPONSES														
Other	10 1%	7 2%	2 1%	0 -	0 -	2 1%	0 0%	6 3%	2 1%	2 2%	7 1%	0 -	0 -	0 -
NEUTRAL MENTIONS (NET)	22 3%	12 3%	10 3%	1 2%	3 3%	2 2%	6 3%	8 4%	1 1%	5 4%	8 2%	5 4%	4 5%	0 -
- Don't know enough about (some of) them	12 1%	7 2%	4 1%	1 2%	1 0%	2 2%	1 0%	5 3%	1 1%	3 3%	8 2%	1 1%	0 -	0 -
- It depends on the charity	4 0%	0 -	4 1%	0 -	3 2%	0 -	1 0%	0 -	0 -	1 1%	0 0%	2 2%	0 -	0 -
- Other neutral mentions	10 1%	5 1%	5 1%	0 -	2 2%	0 -	5 2%	3 2%	0 0%	1 1% J	0 0%	5 4% J	4 5%	0 -

TALKING ABOUT CHARITIES

1B. 1/2) Why do you say that you trust them A lot/Some/A little/Not at all?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
TOTAL MENTIONS														
Base: Respondents who said they trust them A lot/Some/A little/Not at all														
Unweighted Base	3839	1727	2112	187	537	665	918	817	675	947	2216	461	166	49
Weighted Base	3861	1903	1958	276	572	637	975	773	576	470	2214	685	336	156*
NEGATIVE MENTIONS (NET)	2271	1111	1160	130	338	344	599	480	349	277	1316	387	200	91
	59%	58%	59%	47%	59%	54%	61%	62%	61%	59%	59%	56%	59%	58%
					C		CE	CE	C					
- Not sure where the money is really going	848	390	458	54	137	126	218	183	116	102	503	143	55	45
	22%	20%	23%	19%	24%	20%	22%	24%	20%	22%	23%	21%	16%	29%
- Spend too much on salaries and/or administration	337	159	177	8	27	37	90	100	71	43	203	53	31	5
	9%	8%	9%	3%	5%	6%	9%	13%	12%	9%	9%	8%	9%	3%
							CD	CDE	CDE					
- Scam/scandal general mention	232	109	123	22	50	40	51	38	30	26	121	39	39	8
	6%	6%	6%	8%	9%	6%	5%	5%	5%	6%	5%	6%	12%	5%
					FG								IJK	
- Read/ heard in media about a scam/scandal	182	105	78	7	24	50	53	21	24	22	105	32	24	0
	5%	5%	4%	3%	4%	8%	5%	3%	4%	5%	5%	5%	7%	-
						CDGH	G							
- Help is not getting to the right people	169	77	92	3	21	16	39	50	38	13	110	30	15	1
	4%	4%	5%	1%	4%	2%	4%	6%	7%	3%	5%	4%	4%	1%
								CE	CE		I			
- Not sure they are who they say they are	155	64	91	8	24	43	40	22	18	18	101	23	9	4
	4%	3%	5%	3%	4%	7%	4%	3%	3%	4%	5%	3%	3%	3%
						GH								
- Read/heard negative story in media	138	73	65	3	20	16	50	25	23	15	73	26	22	2
	4%	4%	3%	1%	4%	3%	5%	3%	4%	3%	3%	4%	6%	1%
							E							
- I don't like their fundraising tactics	73	34	39	5	5	12	13	19	18	11	46	10	6	0
	2%	2%	2%	2%	1%	2%	1%	3%	3%	2%	2%	1%	2%	-
									D					
- I don't have confidence/ trust in (some of) them	72	31	41	4	7	9	21	14	12	10	45	6	2	8
	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%	5%
														K
- They (some) misspend/ misdirect waste funds	54	34	20	0	6	3	19	20	5	9	34	4	8	0
	1%	2%	1%	-	1%	1%	2%	3%	1%	2%	2%	1%	2%	-
								E						
- They (some) are dishonest/ untrustworthy	49	28	21	3	7	8	10	9	10	7	22	6	4	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	6%
														JK
- Seen/ heard/ read (negative) comments or stories about charities	47	15	32	2	6	4	13	14	9	3	27	10	7	0
	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	-
- I had a negative experience as an employee/ volunteer/ donor etc.	38	17	21	2	3	3	12	6	9	3	17	5	11	1
	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	3%	1%
													J	
- There are too many charities/ is too much fundraising	37	23	14	0	6	3	13	6	8	6	18	8	2	3
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
- They (some) misappropriate	35	15	19	0	6	3	15	3	7	8	20	7	1	0

TALKING ABOUT CHARITIES

1B. 1/2) Why do you say that you trust them A lot/Some/A little/Not at all?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
funds/ perpetrate fraud/ commit crimes	1%	1%	1%	-	1%	1%	2%	0%	1%	2%	1%	1%	0%	-
- Employees or volunteers steal/ misappropriate funds/ commit crimes	33 1%	20 1%	13 1%	3 1%	9 2%	8 1%	5 0%	4 0%	5 1%	5 1%	15 1%	9 1%	5 1%	0 -
- They (some) are not transparent/ accountable	32 1%	16 1%	16 1%	0 0%	5 1%	5 1%	9 1%	11 1%	1 0%	6 1%	21 1%	5 1%	0 -	0 -
- I am cautious/ suspicious/ skeptical	29 1%	9 0%	20 1%	0 -	4 1%	2 0%	8 1%	7 1%	9 2%	4 1%	20 1%	5 1%	0 -	0 -
- They (some) are bad	25 1%	18 1%	7 0%	1 0%	2 0%	7 1%	10 1%	3 0%	2 0%	3 1%	10 0%	9 1%	4 1%	0 -
- Don't trust large/ national charities/ only deal with local charities	22 1%	14 1%	8 0%	0 -	3 1%	2 0%	10 1%	1 0%	5 1%	2 1%	10 0%	4 1%	6 2%	0 -
- I don't (like to) donate to charity	18 0%	9 0%	9 0%	0 -	0 -	4 1%	5 0%	3 0%	6 1%	3 1%	15 1%	0 -	0 -	0 -
- I volunteer for/am involved with a charity	17 0%	5 0%	12 1%	0 -	4 1%	3 1%	3 0%	3 0%	4 1%	2 0%	11 0%	0 -	4 1%	0 -
- Employees/ volunteers/ beneficiaries exploit charities	14 0%	7 0%	8 0%	2 1%	2 0%	2 0%	5 1%	3 0%	1 0%	5 1%	10 0%	0 -	0 -	0 -
- They (some) are deceptive/ misleading	12 0%	7 0%	5 0%	2 1%	1 0%	0 0%	3 0%	3 0%	4 1%	3 1%	7 0%	2 0%	0 -	0 -
- They (some) are not making progress/ I don't see results	11 0%	5 0%	6 0%	0 -	1 0%	5 1%	3 0%	1 0%	1 0%	1 0%	8 0%	2 0%	0 -	0 -
- They (some) are not dedicated/ serious	6 0	2 0	4 0	0 -	1 0	0 -	2 0	3 0	0 -	0 -	6 0	0 -	0 -	0 -
- They (some) hoard/ don't disburse funds	6 0	3 0	3 0	0 -	0 -	2 0	4 0	0 0	0 -	1 0	5 0	0 -	0 -	0 -
- They (some) manipulate donors to raise funds	3 0	2 0	1 0	0 -	2 0	0 -	0 -	1 0	0 -	1 0	2 0	0 -	0 -	0 -
- Other negative mentions	70 2%	46 2%	24 1%	15 5%	13 2%	10 2%	8 1%	14 2%	10 2%	8 2%	36 2%	13 2%	0 -	13 8%
POSITIVE MENTIONS (NET)	1509 39%	732 38%	777 40%	119 43%	204 36%	282 44%	346 36%	294 38%	241 42%	173 37%	873 39%	276 40%	107 32%	80 51%
- They do what they say they do	204 5%	80 4%	124 6%	14 5%	32 6%	41 6%	51 5%	37 5%	29 5%	22 5%	118 5%	32 5%	18 5%	14 9%
- They do an important job	203 5%	106 6%	96 5%	25 9%	28 5%	36 6%	42 4%	31 4%	39 7%	28 6%	103 5%	36 5%	22 7%	13 8%

TALKING ABOUT CHARITIES

1B. 1/2) Why do you say that you trust them A lot/Some/A little/Not at all?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
- I volunteer for / am involved with a charity	170 4%	66 3%	104 5%	3 1%	12 2%	33 5%	35 4%	37 5%	46 8%	28 6%	113 5%	22 3%	7 2%	0 -
- I have confidence/ trust in (some of) them	130 3%	45 2%	85 4%	16 6%	10 2%	17 3%	31 3%	25 3%	22 4%	17 4%	68 3%	28 4%	9 3%	8 5%
- Charities are accountable	130 3%	60 3%	70 4%	6 2%	21 4%	35 5%	24 2%	22 3%	23 4%	15 3%	94 4%	16 2%	4 1%	1 0%
- I donate to (support) a charity/ charities	89 2%	35 2%	55 3%	5 2%	6 1%	13 2%	17 2%	25 3%	23 4%	13 3%	50 2%	19 3%	7 2%	0 -
- Their services are needed	81 2%	44 2%	37 2%	11 4%	14 3%	9 1%	20 2%	12 2%	13 2%	10 2%	41 2%	21 3%	5 1%	4 3%
- They (some) do good works/ are a worthy cause	70 2%	40 2%	30 2%	7 2%	17 3%	11 2%	14 1%	17 2%	3 1%	6 1%	40 2%	15 2%	5 1%	5 3%
- I know people who get help from charities	69 2%	24 1%	45 2%	5 2%	12 2%	7 1%	17 2%	21 3%	6 1%	9 2%	35 2%	19 3%	2 1%	4 3%
- Charities are well-regulated	65 2%	40 2%	25 1%	4 1%	7 1%	18 3%	13 1%	14 2%	7 1%	2 0%	44 2%	11 2%	5 2%	3 2%
- They (some) help people in need	55 1%	23 1%	32 2%	2 1%	7 1%	11 2%	17 2%	13 2%	6 1%	7 2%	25 1%	10 1%	4 1%	10 6%
- I only deal with familiar/well-known charities	53 1%	15 1%	38 2%	10 4%	8 1%	10 2%	11 1%	8 1%	3 1%	5 1%	28 1%	10 1%	10 3%	0 -
- They (some) are good	46 1%	31 2%	15 1%	2 1%	3 1%	8 1%	11 1%	18 2%	3 1%	6 1%	16 1%	15 2%	4 1%	5 3%
- I donate to (support) specific charities (i.e. church, cancer)	44 1%	24 1%	20 1%	4 1%	5 1%	8 1%	10 1%	10 1%	5 1%	4 1%	33 2%	3 0%	0 -	4 2%
- Charities are well managed/ fiscally responsible	43 1%	18 1%	25 1%	0 -	2 0%	8 1%	12 1%	15 2%	6 1%	4 1%	18 1%	17 2%	0 -	4 3%
- Never had any problems with them	39 1%	25 1%	14 1%	1 0%	8 1%	7 1%	7 1%	8 1%	8 1%	3 1%	24 1%	3 0%	9 3%	0 -
- They (some) have a good reputation	38 1%	17 1%	21 1%	7 3%	3 1%	11 2%	5 1%	8 1%	4 1%	2 0%	16 1%	8 1%	8 2%	4 3%
- No reason not to trust them	38 1%	23 1%	15 1%	4 1%	3 1%	9 1%	13 1%	4 1%	5 1%	2 0%	31 1%	2 0%	0 -	2 2%
- They (some) are honest/ trustworthy	36 1%	16 1%	19 1%	2 1%	2 0%	9 1%	5 1%	6 1%	11 2%	3 1%	20 1%	6 1%	6 2%	0 -
- I research before donating	29 1%	18 1%	11 1%	0 -	5 1%	5 1%	8 1%	4 1%	6 1%	2 0%	24 1%	4 1%	0 -	0 -

TALKING ABOUT CHARITIES

1B. 1/2) Why do you say that you trust them A lot/Some/A little/Not at all?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
- Employees/ volunteers are good people	28 1%	20 1%	8 0%	5 2%	0 0%	4 1%	12 1%	3 0%	4 1%	5 1%	9 0%	8 1%	5 2%	0 -
- They (some) are making progress/ I see results	25 1%	20 1%	6 0%	5 2%	2 0%	4 1%	4 0%	7 1%	2 0%	2 0%	18 1%	5 1%	0 0%	0 -
- They (some) are dedicated/ serious/ motivated	22 1%	10 1%	12 1%	3 1%	4 1%	3 0%	9 1%	4 1%	0 -	1 0%	11 0%	5 1%	5 1%	0 -
- They (some) are transparent in their activities/ operations	17 0%	3 0%	14 1%	4 1%	0 0%	4 1%	6 1%	1 0%	3 0%	0 0%	11 0%	3 0%	4 1%	0 -
- Good government oversight	16 0%	13 1%	3 0%	0 0%	0 0%	7 1%	5 0%	3 0%	1 0%	2 0%	12 1%	2 0%	0 -	0 -
- I have had good experience(s) with them	15 0%	8 0%	7 0%	0 0%	2 0%	6 1%	2 0%	1 0%	1 0%	2 0%	10 0%	0 0%	0 -	3 2%
- I benefited from a charity	8 0%	2 0%	6 0%	0 -	2 0%	1 0%	4 0%	0 -	1 0%	2 1%	3 0%	0 -	0 -	2 2%
- They benefit everyone	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -
- Other positive mentions	50 1%	27 1%	23 1%	5 2%	12 2%	9 1%	12 1%	5 1%	7 1%	6 1%	34 2%	7 1%	4 1%	0 -
Don't know/Refused	192 5%	114 6%	78 4%	26 9%	46 8%	30 5%	48 5%	28 4%	12 2%	27 6%	91 4%	44 6%	28 8%	2 2%

OTHER RESPONSES

Other	22 1%	15 1%	7 0%	0 -	5 1%	2 0%	2 0%	8 1%	4 1%	5 1%	13 1%	0 -	4 1%	0 -
NEUTRAL MENTIONS (NET)	79 2%	32 2%	47 2%	15 5%	12 2%	10 2%	17 2%	17 2%	8 1%	10 2%	41 2%	20 3%	8 2%	1 0%
- Don't know enough about (some of) them	39 1%	18 1%	22 1%	10 4%	8 1%	5 1%	4 0%	8 1%	2 0%	5 1%	20 1%	10 1%	4 1%	0 -
- It depends on the charity	19 0%	2 0%	17 1%	0 -	4 1%	1 0%	8 1%	4 1%	2 0%	2 0%	9 0%	7 1%	0 -	1 0%
- Seen/ read/ heard stories (in the media)	11 0%	4 0%	6 0%	2 1%	0 -	3 0%	1 0%	2 0%	3 0%	1 0%	8 0%	0 0%	1 0%	0 -
- Other neutral mentions	14 0%	8 0%	6 0%	2 1%	2 0%	0 0%	5 0%	3 0%	1 0%	2 0%	3 0%	5 1%	4 1%	0 -

TALKING ABOUT CHARITIES

2. TRUST A LOT/SOME SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) People who are medical doctors	3636 94%	1769 92%	1867 95% A	258 92%	539 94%	607 95%	906 93%	736 95%	542 93%	445 94%	2089 94%	647 94%	318 92%	137 88%
2) People who are federal politicians	1588 41%	757 40%	830 42%	139 50% F	238 42%	262 41%	360 37%	320 41%	249 43%	185 39%	876 39%	293 43%	143 42%	90 57% IJ
3) People who are lawyers	2407 62%	1056 55%	1351 69% A	169 60%	375 65% H	413 65%	586 60%	487 63%	338 58%	276 58%	1399 63% I	442 64%	199 58%	91 58%
4) People who are religious leaders	2443 63%	1155 60%	1287 65% A	144 51%	348 61%	410 64% C	601 61%	504 65% C	409 70% CDF	295 62%	1418 64%	434 63%	206 60%	90 58%
5) People who are journalists and reporters	2545 66%	1232 64%	1313 67%	159 56%	388 68% C	429 67% C	651 67% C	509 66%	384 66%	314 66%	1424 64%	470 68%	244 71%	94 60%
6) People who are nurses	3730 96%	1820 95%	1910 97% A	257 92%	553 96% C	618 97% C	935 96%	758 98% C	561 96% C	456 96% M	2144 97% M	670 97% M	324 94%	136 87%
7) People who are provincial politicians	1751 45%	834 44%	917 47%	155 55% FG	260 45%	298 47%	396 41%	336 43%	287 49% F	206 44%	987 44%	317 46%	157 46%	84 54%
8) People who are business leaders	2723 70%	1279 67%	1444 73% A	174 62% C	416 73% C	454 71%	685 70%	556 72% C	401 69%	316 67%	1560 70%	525 76% IJL	217 63%	105 67%
9) People who are leaders of charities	3006 77%	1436 75%	1570 80% A	215 77% FH	473 83% H	520 81% H	747 76%	605 78%	423 73%	355 75%	1735 78%	548 80%	254 74%	114 73%
10) People who are union leaders	2048 53%	928 49%	1120 57% A	180 64% FGH	314 55% H	366 57% H	500 51% H	416 54% H	253 43%	244 51%	1129 51%	404 59% IJ	176 51%	95 61%
11) People who are government employees	2757 71%	1325 69%	1432 73%	199 71%	428 75% F	477 74% F	666 68%	555 72%	401 69%	315 66%	1583 71% I	491 71%	253 73%	115 74%

TALKING ABOUT CHARITIES

2. TRUST A LITTLE/NOT AT ALL SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) People who are medical doctors	238 6%	140 7% B	98 5%	23 8%	33 6%	31 5%	68 7%	38 5%	38 7%	29 6%	128 6%	39 6%	23 7%	19 12%
2) People who are federal politicians	2270 58%	1144 60%	1126 57%	142 50%	329 57%	374 58%	610 62%	454 59%	326 56%	286 60%	1331 60%	390 57%	197 57%	67 43%
3) People who are lawyers	1438 37%	845 44% B	594 30%	108 39%	197 34%	221 35%	384 39%	285 37%	227 39%	190 40%	810 36%	242 35%	133 39%	63 40%
4) People who are religious leaders	1405 36%	741 39% B	664 34%	135 48% EFGH	221 38% H	227 35% H	370 38% H	264 34%	166 28%	174 37%	783 35%	250 36%	131 38%	66 42%
5) People who are journalists and reporters	1314 34%	675 35%	639 32%	122 43% DEFH	185 32%	206 32%	321 33%	262 34%	192 33%	157 33%	782 35%	216 31%	97 28%	62 40%
6) People who are nurses	144 4%	88 5% B	56 3%	24 8% DEGH	20 3%	20 3%	39 4%	17 2%	18 3%	17 4%	73 3%	17 3%	17 5%	21 13% IJK
7) People who are provincial politicians	2109 54%	1069 56%	1040 53%	126 45%	311 54%	339 53%	574 59%	436 56%	290 50%	265 56%	1223 55%	365 53%	183 53%	73 46%
8) People who are business leaders	1132 29%	623 33% B	510 26%	107 38% DG	154 27%	182 28%	290 30%	215 28%	169 29%	157 33% JK	645 29% K	160 23%	118 34% K	51 33%
9) People who are leaders of charities	834 21%	449 23% B	386 20%	65 23%	98 17%	114 18%	225 23%	164 21%	145 25%	108 23%	469 21%	132 19%	83 24%	43 27%
10) People who are union leaders	1773 46%	963 50% B	810 41%	98 35%	251 44%	260 41%	469 48% CE	353 46% C	309 53% CDEG	219 46%	1063 48% K	273 40%	157 46%	62 39%
11) People who are government employees	1101 28%	579 30% B	521 26%	81 29%	145 25%	159 25%	307 31% E	215 28%	171 29%	154 32% J	623 28%	195 28%	87 25%	41 26%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 1) People who are medical doctors?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	2454 63%	1247 65%	1207 61%	190 68%	364 63%	409 64%	599 61%	492 63%	363 62%	295 62%	1413 64%	429 62%	217 63%	100 64%
Some	1182 30%	522 27%	661 34%	68 24%	175 31%	198 31%	307 31%	244 31%	179 31%	150 32%	676 30%	219 32%	101 29%	37 24%
A little	201 5%	122 6%	79 4%	13 5%	32 5%	25 4%	59 6%	37 5%	29 5%	24 5%	117 5%	31 5%	19 6%	11 7%
Not at all	36 1%	18 1%	18 1%	10 3%	2 0%	6 1%	9 1%	1 0%	9 2%	5 1%	12 1%	7 1%	4 1%	9 6%
Don't know/Refused	10 0%	4 0%	6 0%	0 -	1 0%	2 0%	4 0%	1 0%	2 0%	0 0%	5 0%	1 0%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3636 94%	1769 92%	1867 95%	258 92%	539 94%	607 95%	906 93%	736 95%	542 93%	445 94%	2089 94%	647 94%	318 92%	137 88%
A little/Not at all	238 6%	140 7%	98 5%	23 8%	33 6%	31 5%	68 7%	38 5%	38 7%	29 6%	128 6%	39 6%	23 7%	19 12%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 2) People who are federal politicians?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	118 3%	75 4%	43 2%	14 5%	23 4%	15 2%	27 3%	20 3%	18 3%	17 3%	72 3%	14 2%	9 3%	6 4%
Some	1470 38%	682 36%	787 40%	125 45%	215 37%	247 39%	333 34%	300 39%	232 40%	168 35%	804 36%	279 41%	134 39%	84 54%
A little	1360 35%	631 33%	729 37%	93 33%	186 32%	226 35%	348 36%	282 36%	206 35%	166 35%	812 37%	225 33%	110 32%	47 30%
Not at all	911 23%	513 27%	397 20%	48 17%	143 25%	149 23%	262 27%	172 22%	120 21%	120 25%	519 23%	165 24%	87 25%	20 12%
Don't know/Refused	25 1%	11 1%	14 1%	0 -	7 1%	3 1%	8 1%	1 0%	7 1%	4 1%	14 1%	4 1%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	1588 41%	757 40%	830 42%	139 50%	238 42%	262 41%	360 37%	320 41%	249 43%	185 39%	876 39%	293 43%	143 42%	90 57%
A little/Not at all	2270 58%	1144 60%	1126 57%	142 50%	329 57%	374 58%	610 62%	454 59%	326 56%	286 60%	1331 60%	390 57%	197 57%	67 43%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 3) People who are lawyers?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	520 13%	233 12%	287 15%	43 15%	93 16%	92 14%	97 10%	107 14%	82 14%	68 14%	302 14%	100 15%	36 11%	13 9%
Some	1887 49%	823 43%	1064 54%	126 45%	282 49%	322 50%	489 50%	380 49%	256 44%	209 44%	1097 49%	342 50%	162 47%	78 50%
A little	907 23%	488 26%	419 21%	72 26%	124 22%	139 22%	236 24%	178 23%	150 26%	117 25%	521 23%	152 22%	76 22%	41 26%
Not at all	532 14%	356 19%	175 9%	37 13%	74 13%	83 13%	148 15%	107 14%	77 13%	74 16%	289 13%	90 13%	57 17%	22 14%
Don't know/Refused	38 1%	12 1%	26 1%	4 1%	1 0%	5 1%	7 1%	3 0%	17 3%	8 2%	12 1%	4 1%	12 3%	2 2%
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2407 62%	1056 55%	1351 69%	169 60%	375 65%	413 65%	586 60%	487 63%	338 58%	276 58%	1399 63%	442 64%	199 58%	91 58%
A little/Not at all	1438 37%	845 44%	594 30%	108 39%	197 34%	221 35%	384 39%	285 37%	227 39%	190 40%	810 36%	242 35%	133 39%	63 40%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 4) People who are religious leaders?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	800 21%	394 21%	406 21%	44 16%	98 17%	131 20%	216 22%	142 18%	156 27%	96 20%	452 20%	137 20%	87 25%	28 18%
Some	1643 42%	761 40%	882 45%	100 36%	251 44%	279 44%	386 39%	361 47%	253 43%	198 42%	966 43%	296 43%	120 35%	62 40%
A little	849 22%	424 22%	425 22%	70 25%	127 22%	133 21%	217 22%	168 22%	118 20%	107 23%	502 23%	141 21%	59 17%	40 25%
Not at all	556 14%	317 17%	239 12%	65 23%	93 16%	94 15%	153 16%	96 12%	48 8%	67 14%	281 13%	109 16%	73 21%	27 17%
Don't know/Refused	36 1%	16 1%	20 1%	1 0%	5 1%	4 1%	6 1%	8 1%	7 1%	6 1%	21 1%	4 1%	6 2%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2443 63%	1155 60%	1287 65%	144 51%	348 61%	410 64%	601 61%	504 65%	409 70%	295 62%	1418 64%	434 63%	206 60%	90 58%
A little/Not at all	1405 36%	741 39%	664 34%	135 48%	221 38%	227 35%	370 38%	264 34%	166 28%	174 37%	783 35%	250 36%	131 38%	66 42%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 5) People who are journalists and reporters?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	552 14%	267 14%	285 14%	15 5%	103 18%	94 15%	139 14%	116 15%	83 14%	77 16%	295 13%	111 16%	52 15%	17 11%
Some	1993 51%	965 50%	1028 52%	144 51%	285 50%	335 52%	512 52%	393 51%	301 52%	237 50%	1130 51%	359 52%	191 56%	77 49%
A little	1010 26%	496 26%	515 26%	96 34%	146 25%	165 26%	245 25%	200 26%	141 24%	119 25%	600 27%	175 25%	73 21%	43 28%
Not at all	304 8%	179 9%	125 6%	26 9%	39 7%	42 6%	76 8%	63 8%	52 9%	38 8%	182 8%	41 6%	24 7%	19 12%
Don't know/Refused	24 1%	6 0%	18 1%	0 0%	1 0%	5 1%	6 1%	4 1%	6 1%	4 1%	15 1%	2 0%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2545 66%	1232 64%	1313 67%	159 56%	388 68%	429 67%	651 67%	509 66%	384 66%	314 66%	1424 64%	470 68%	244 71%	94 60%
A little/Not at all	1314 34%	675 35%	639 32%	122 43%	185 32%	206 32%	321 33%	262 34%	192 33%	157 33%	782 35%	216 31%	97 28%	62 40%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 6) People who are nurses?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	2923 75%	1459 76%	1464 74%	218 78%	421 73%	478 75%	731 75%	591 76%	456 78%	345 73%	1678 76%	536 78%	263 77%	101 64%
Some	807 21%	361 19%	446 23%	39 14%	132 23%	140 22%	204 21%	167 22%	106 18%	111 23%	467 21%	134 20%	60 17%	35 22%
A little	130 3%	81 4%	49 2%	20 7%	19 3%	18 3%	37 4%	14 2%	18 3%	16 3%	68 3%	16 2%	12 4%	18 12%
Not at all	14 0%	7 0%	6 0%	4 1%	0 0%	2 0%	3 0%	2 0%	0 -	1 0%	4 0%	1 0%	4 1%	3 2%
Don't know/Refused	9 0%	4 0%	5 0%	0 -	1 0%	2 0%	4 0%	0 -	3 1%	1 0%	5 0%	0 -	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3730 96%	1820 95%	1910 97%	257 92%	553 96%	618 97%	935 96%	758 98%	561 96%	456 96%	2144 97%	670 97%	324 94%	136 87%
A little/Not at all	144 4%	88 5%	56 3%	24 8%	20 3%	20 3%	39 4%	17 2%	18 3%	17 4%	73 3%	17 3%	17 5%	21 13%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 7) People who are provincial politicians?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	170 4%	93 5%	76 4%	18 6%	19 3%	33 5%	36 4%	28 4%	36 6%	26 6%	96 4%	22 3%	13 4%	12 8%
Some	1581 41%	740 39%	841 43%	137 49%	241 42%	265 41%	360 37%	308 40%	251 43%	180 38%	891 40%	294 43%	144 42%	72 46%
A little	1269 33%	606 32%	663 34%	79 28%	185 32%	205 32%	334 34%	275 36%	176 30%	153 32%	745 34%	222 32%	104 30%	45 29%
Not at all	840 22%	463 24%	377 19%	47 17%	126 22%	134 21%	240 25%	160 21%	114 20%	112 24%	477 21%	144 21%	79 23%	27 17%
Don't know/Refused	24 1%	9 0%	14 1%	0 -	3 1%	2 0%	8 1%	3 0%	5 1%	3 1%	12 1%	5 1%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	1751 45%	834 44%	917 47%	155 55%	260 45%	298 47%	396 41%	336 43%	287 49%	206 44%	987 44%	317 46%	157 46%	84 54%
A little/Not at all	2109 54%	1069 56%	1040 53%	126 45%	311 54%	339 53%	574 59%	436 56%	290 50%	265 56%	1223 55%	365 53%	183 53%	73 46%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 8) People who are business leaders?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	475 12%	258 14%	216 11%	42 15%	73 13%	71 11%	119 12%	81 10%	83 14%	65 14%	278 13%	76 11%	40 12%	15 9%
Some	2248 58%	1020 53%	1228 62%	132 47%	343 60%	383 60%	566 58%	475 61%	318 55%	251 53%	1282 58%	449 65%	177 51%	90 58%
A little	912 23%	471 25%	440 22%	91 32%	119 21%	142 22%	234 24%	174 22%	140 24%	123 26%	518 23%	131 19%	100 29%	40 26%
Not at all	221 6%	151 8%	70 4%	16 6%	34 6%	40 6%	56 6%	41 5%	29 5%	34 7%	127 6%	29 4%	19 5%	11 7%
Don't know/Refused	28 1%	11 1%	17 1%	0 -	4 1%	4 1%	4 0%	4 0%	11 2%	1 0%	17 1%	2 0%	8 2%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2723 70%	1279 67%	1444 73%	174 62%	416 73%	454 71%	685 70%	556 72%	401 69%	316 67%	1560 70%	525 76%	217 63%	105 67%
A little/Not at all	1132 29%	623 33%	510 26%	107 38%	154 27%	182 28%	290 30%	215 28%	169 29%	157 33%	645 29%	160 23%	118 34%	51 33%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 9) People who are leaders of charities?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	965 25%	472 25%	493 25%	88 31% G	144 25%	179 28% G	238 24%	166 21%	143 24%	124 26%	566 25%	172 25%	73 21%	29 19%
Some	2041 53%	964 50%	1077 55% A	128 46%	329 57% CH	341 53%	509 52%	439 57% CH	280 48%	231 49%	1169 53%	376 55%	181 53%	85 54%
A little	683 18%	356 19%	327 17%	59 21%	83 15%	89 14%	189 19% E	126 16%	115 20% E	90 19%	375 17%	103 15%	74 22%	40 25%
Not at all	151 4%	93 5% B	59 3%	5 2%	15 3%	25 4%	36 4%	37 5%	31 5%	17 4%	94 4%	29 4%	9 3%	3 2%
Don't know/Refused	43 1%	28 1%	15 1%	1 0%	2 0%	7 1%	6 1%	7 1%	14 2% DFG	12 2% J	17 1%	7 1%	7 2%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3006 77%	1436 75%	1570 80% A	215 77%	473 83% FH	520 81% H	747 76%	605 78%	423 73%	355 75%	1735 78%	548 80%	254 74%	114 73%
A little/Not at all	834 21%	449 23% B	386 20%	65 23%	98 17%	114 18%	225 23% DE	164 21%	145 25% DE	108 23%	469 21%	132 19%	83 24%	43 27%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 10) People who are union leaders?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	388 10%	196 10%	192 10%	44 16% FH	69 12% FH	68 11%	78 8%	83 11%	41 7%	48 10%	207 9%	78 11%	31 9%	24 16%
Some	1661 43%	733 38%	928 47% A	136 48% H	245 43%	298 47% H	421 43% H	333 43% H	211 36%	196 41%	922 42%	326 48% J	145 42%	71 45%
A little	1097 28%	561 29%	536 27%	63 23%	167 29%	176 28%	298 30%	207 27%	170 29%	126 27%	650 29%	194 28%	90 26%	38 24%
Not at all	676 17%	402 21% B	274 14%	35 12%	84 15%	84 13%	171 17%	146 19%	140 24% E	93 20% CDEF	413 19% K	79 11% K	67 19% K	23 15%
Don't know/Refused	62 2%	21 1%	41 2%	3 1%	8 1%	14 2%	9 1%	6 1%	20 3% FG	12 2%	30 1%	10 1%	11 3%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2048 53%	928 49%	1120 57% A	180 64% FGH	314 55% H	366 57% H	500 51% H	416 54% H	253 43%	244 51%	1129 51%	404 59% IJ	176 51%	95 61%
A little/Not at all	1773 46%	963 50% B	810 41%	98 35%	251 44%	260 41%	469 48% CE	353 46% C	309 53% CDEG	219 46%	1063 48% K	273 40%	157 46%	62 39%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 11) People who are government employees?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	640 16%	328 17%	312 16%	46 16%	95 17%	133 21%	137 14%	124 16%	97 17%	80 17%	370 17%	101 15%	48 14%	40 26%
Some	2118 55%	997 52%	1121 57%	153 54%	333 58%	344 54%	529 54%	431 56%	304 52%	235 50%	1213 55%	390 57%	205 60%	75 48%
A little	812 21%	414 22%	399 20%	62 22%	107 19%	106 17%	245 25%	154 20%	122 21%	112 24%	460 21%	152 22%	61 18%	28 18%
Not at all	288 7%	166 9%	123 6%	20 7%	38 7%	53 8%	62 6%	61 8%	50 9%	42 9%	163 7%	43 6%	27 8%	13 8%
Don't know/Refused	26 1%	8 0%	17 1%	0 0%	1 0%	5 1%	5 0%	5 1%	10 2%	5 1%	15 1%	1 0%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2757 71%	1325 69%	1432 73%	199 71%	428 75%	477 74%	666 68%	555 72%	401 69%	315 66%	1583 71%	491 71%	253 73%	115 74%
A little/Not at all	1101 28%	579 30%	521 26%	81 29%	145 25%	159 25%	307 31%	215 28%	171 29%	154 32%	623 28%	195 28%	87 25%	41 26%

TALKING ABOUT CHARITIES

2A. Thinking about what you know about charities in general, the work that they do, and the role they play, would you say you are:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very familiar	663 17%	319 17%	344 17%	33 12%	64 11%	107 17%	164 17%	161 21%	122 21%	86 18%	379 17%	114 17%	52 15%	31 20%
Somewhat familiar	2406 62%	1176 61%	1230 62%	157 56%	336 59%	414 65%	627 64%	479 62%	360 62%	282 59%	1376 62%	420 61%	226 66%	102 65%
Not very familiar	692 18%	342 18%	350 18%	79 28%	149 26%	100 16%	163 17%	113 15%	80 14%	90 19%	395 18%	134 20%	55 16%	18 12%
Not at all familiar	114 3%	68 4%	46 2%	9 3%	25 4%	16 3%	23 2%	21 3%	19 3%	16 3%	68 3%	19 3%	6 2%	5 3%
Don't know/Refused	8 0%	7 0%	1 0%	4 1%	0 -	3 0%	0 0%	0 0%	0 0%	1 0%	3 0%	0 -	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Familiar (Top2Box)	3069 79%	1494 78%	1574 80%	189 67%	400 70%	520 81%	791 81%	640 83%	483 83%	368 78%	1755 79%	534 78%	278 81%	133 85%
Not familiar (Low2Box)	807 21%	411 21%	396 20%	87 31%	174 30%	117 18%	187 19%	135 17%	99 17%	106 22%	463 21%	153 22%	61 18%	23 15%

TALKING ABOUT CHARITIES

2B. TRUST A LOT/SOME SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Charities that focus on protecting the environment	2819 73%	1291 68%	1528 78% A	219 78% G	462 80% FGH	490 76% GH	698 71% GH	518 67% GH	404 69% GH	351 74% M	1602 72% M	525 76% M	252 73% M	89 57% M
2) Charities that focus on protection of animals	2843 73%	1333 70%	1510 77% A	207 74% A	464 81% FGH	499 78% FGH	684 70% FGH	560 72% FGH	400 69% FGH	355 75% FGH	1651 74% FGH	481 70% FGH	253 74% FGH	102 65% FGH
3) Charities that focus on health prevention and health research	3293 85%	1579 83%	1714 87% A	213 76% A	492 86% C	560 87% C	836 85% C	660 85% C	492 85% C	401 85% M	1878 85% M	604 88% M	299 87% M	111 71% M
4) Charities that focus on social services	3001 77%	1440 75%	1561 79% A	219 78% A	458 80% H	518 81% GH	767 78% GH	579 75% GH	427 73% GH	350 74% I	1728 78% I	542 79% I	277 81% I	104 66% I
5) Charities that focus on international development	2290 59%	1067 56%	1223 62% A	172 61% A	356 62% H	408 64% GH	574 59% GH	443 57% GH	307 53% GH	269 57% GH	1323 60% GH	418 61% GH	197 57% GH	84 54% GH
6) Charities that focus on children and children's activities	3330 86%	1608 84%	1721 87% A	240 85% A	523 91% FGH	571 89% GH	842 86% H	651 84% H	466 80% H	411 87% M	1911 86% M	610 89% M	289 84% M	109 70% M
7) Charities that focus on education	3123 80%	1533 80%	1590 81% A	221 79% A	478 83% H	524 82% H	801 82% H	606 78% H	451 77% H	374 79% H	1799 81% H	566 82% H	268 78% H	117 74% H
8) Charities that focus on arts	2451 63%	1154 60%	1297 66% A	203 72% GH	394 69% GH	439 69% GH	611 63% H	458 59% H	325 56% H	287 60% H	1408 63% H	445 65% H	220 64% H	92 59% H
9) Hospitals	3429 88%	1685 88%	1744 88% A	232 83% A	518 90% C	578 90% C	857 88% C	693 89% C	502 86% C	412 87% C	1979 89% C	618 90% C	289 84% C	130 83% C
Base: 50% of Respondents														
Unweighted Base	1897	867	1030	105	239	362	440	420	309	480	1091	230	72	24
Weighted Base	1913	923	990	154*	261	364	450	396	257	236	1106	354	141*	76**
10) Churches	1273 67%	598 65%	675 68% A	85 55% A	158 61% A	260 71% CD	302 67% CD	252 64% CD	191 74% CDG	152 64% CDG	735 66% CDG	250 71% CDG	90 64% CDG	47 61% CDG
11) Religious organizations (excluding churches)	842 44%	388 42%	454 46% A	62 40% A	123 47% A	177 49% G	197 44% G	158 40% G	115 45% G	102 43% G	485 44% G	164 46% G	67 48% G	24 31% G
Base: 50% of Respondents														
Unweighted Base	1966	871	1095	85	300	307	480	401	374	475	1135	234	97	25
Weighted Base	1971	989	981	127*	313	276	528	380	325	238	1116	334	202*	80**
12) Churches and other places of worship	1279 65%	607 61%	672 68% A	79 62% A	193 62% A	192 69% A	326 62% A	250 66% A	230 71% F	149 62% F	734 66% F	222 67% F	124 61% F	50 63% F
13) Religious organizations (excluding churches and other places of worship)	886 45%	428 43%	458 47% A	56 44% A	143 46% A	140 51% A	221 42% A	165 44% A	153 47% A	112 47% A	504 45% A	163 49% A	79 39% A	28 34% A

TALKING ABOUT CHARITIES

2B. TRUST A LITTLE/NOT AT ALL SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Charities that focus on protecting the environment	1036 27%	603 32% B	433 22%	62 22%	112 20%	148 23%	273 28% D	248 32% CDE	170 29% DE	119 25%	601 27%	160 23%	88 26%	67 43% IJKL
2) Charities that focus on protection of animals	994 26%	557 29% B	437 22%	73 26%	107 19%	138 22%	279 28% DE	199 26% D	174 30% DE	115 24%	545 25%	196 29%	84 24%	54 35%
3) Charities that focus on health prevention and health research	566 15%	318 17% B	249 13%	68 24% DEFGH	82 14%	78 12%	133 14%	110 14%	84 14%	68 14%	331 15%	81 12%	41 12%	45 29% IJKL
4) Charities that focus on social services	844 22%	450 24% B	394 20%	61 22%	114 20%	118 18%	201 21%	184 24% E	146 25% E	118 25%	473 21%	141 21%	59 17%	52 34% L
5) Charities that focus on international development	1519 39%	822 43% B	698 35%	106 38%	211 37%	221 35%	388 40%	318 41% E	252 43% E	188 40%	864 39%	261 38%	134 39%	73 46%
6) Charities that focus on children and children's activities	530 14%	287 15%	243 12%	41 15%	51 9%	67 10%	125 13%	120 15% DE	111 19% DEF	60 13%	302 14%	74 11%	47 14%	47 30% IJKL
7) Charities that focus on education	687 18%	350 18%	337 17%	59 21%	87 15%	106 17%	159 16%	152 20%	114 20%	90 19%	387 17%	112 16%	58 17%	40 26%
8) Charities that focus on arts	1265 33%	683 36% B	581 29%	73 26%	170 30%	184 29%	324 33%	273 35% E	218 37% CDE	159 33%	735 33%	203 30%	108 31%	61 39%
9) Hospitals	440 11%	221 12%	219 11%	49 17% DEG	56 10%	59 9%	119 12%	74 10%	77 13%	57 12%	238 11%	68 10%	51 15%	26 17%
Base: 50% of Respondents														
Unweighted Base	1897	867	1030	105	239	362	440	420	309	480	1091	230	72	24
Weighted Base	1913	923	990	154*	261	364	450	396	257	236	1106	354	141*	76**
10) Churches	617 32%	318 34%	298 30%	68 44% EH	100 38% EH	95 26%	144 32%	137 35% EH	66 26%	78 33%	360 33%	101 29%	48 34%	29 39%
11) Religious organizations (excluding churches)	1020 53%	512 55%	508 51%	91 59%	132 51%	178 49%	244 54%	224 57%	131 51%	123 52%	598 54%	180 51%	66 47%	52 69%
Base: 50% of Respondents														
Unweighted Base	1966	871	1095	85	300	307	480	401	374	475	1135	234	97	25
Weighted Base	1971	989	981	127*	313	276	528	380	325	238	1116	334	202*	80**
12) Churches and other places of worship	676 34%	376 38% B	300 31%	48 38%	116 37% H	84 31%	197 37% H	129 34%	90 28%	85 36%	375 34%	108 32%	78 39%	30 37%
13) Religious organizations (excluding churches and other places of worship)	1043 53%	549 55%	494 50%	67 53%	166 53%	134 49%	295 56%	206 54%	163 50%	118 49%	593 53%	159 48%	120 59%	53 66%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 1) Charities that focus on protecting the environment?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	987 25%	431 23%	556 28%	123 44%	163 28%	169 26%	223 23%	181 23%	119 20%	141 30%	542 24%	199 29%	69 20%	36 23%
			A	DEFGH	H	H				JL				
Some	1832 47%	860 45%	972 49%	95 34%	298 52%	321 50%	475 49%	337 44%	285 49%	210 44%	1059 48%	327 48%	183 53%	53 34%
			A		CG	CG	C		C				M	
A little	801 21%	452 24%	349 18%	53 19%	91 16%	124 19%	224 23%	172 22%	125 21%	98 21%	454 20%	124 18%	74 22%	51 33%
			B				D	D						K
Not at all	234 6%	151 8%	83 4%	9 3%	21 4%	24 4%	49 5%	76 10%	46 8%	22 5%	148 7%	35 5%	14 4%	16 10%
			B					CDEF	DE					
Don't know/Refused	29 1%	18 1%	10 1%	0 -	0 -	2 0%	7 1%	9 1%	8 1%	4 1%	18 1%	2 0%	4 1%	0 -
							D	D						
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2819 73%	1291 68%	1528 78%	219 78%	462 80%	490 76%	698 71%	518 67%	404 69%	351 74%	1602 72%	525 76%	252 73%	89 57%
			A	G	FGH	GH				M	M	M		
A little/Not at all	1036 27%	603 32%	433 22%	62 22%	112 20%	148 23%	273 28%	248 32%	170 29%	119 25%	601 27%	160 23%	88 26%	67 43%
			B				D	CDE	DE					IJKL

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 2) Charities that focus on protection of animals?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	1195 31%	520 27%	675 34% A	90 32%	204 36% FG	230 36% FG	262 27%	222 29%	176 30%	152 32%	683 31%	214 31%	108 31%	40 25%
Some	1648 42%	813 42%	835 42%	117 42%	260 45%	269 42%	421 43%	337 44%	224 38%	203 43%	969 44%	268 39%	146 42%	62 40%
A little	773 20%	416 22%	357 18% B	66 23%	90 16%	107 17%	211 22% D	154 20%	130 22% DE	83 17%	407 18%	164 24% IJ	66 19%	52 33% IJ
Not at all	222 6%	141 7% B	80 4%	8 3%	17 3%	32 5%	68 7% D	45 6%	43 7% D	32 7%	138 6%	32 5%	17 5%	3 2%
Don't know/Refused	47 1%	23 1%	24 1%	0 -	3 1%	3 0%	15 2%	16 2%	9 1% E	4 1%	25 1%	10 1%	7 2%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2843 73%	1333 70%	1510 77% A	207 74%	464 81% FGH	499 78% FGH	684 70%	560 72%	400 69%	355 75%	1651 74%	481 70%	253 74%	102 65%
A little/Not at all	994 26%	557 29% B	437 22%	73 26%	107 19%	138 22%	279 28% DE	199 26% D	174 30% DE	115 24%	545 25%	196 29%	84 24%	54 35%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 3) Charities that focus on health prevention and health research?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	1592 41%	739 39%	853 43% A	133 47% F	249 43%	281 44% F	365 37%	294 38%	252 43%	211 44%	925 42%	283 41%	121 35%	53 34%
Some	1701 44%	840 44%	861 44% A	80 28% F	243 42% C	278 43% C	471 48% CH	366 47% C	240 41% C	191 40%	953 43%	321 47%	178 52% I	59 38%
A little	460 12%	258 13% B	202 10%	49 17% E	69 12%	66 10%	115 12%	90 12%	65 11%	56 12%	268 12%	62 9%	31 9%	43 27% IJKL
Not at all	106 3%	60 3%	46 2%	19 7% DEFG	13 2%	12 2%	18 2%	21 3%	19 3%	11 2%	63 3%	19 3%	10 3%	3 2%
Don't know/Refused	24 1%	16 1%	8 0%	0 - -	0 -	3 0%	9 1%	5 1%	7 1% D	5 1%	13 1%	2 0%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3293 85%	1579 83%	1714 87% A	213 76% F	492 86% C	560 87% C	836 85% C	660 85% C	492 85% C	401 85% M	1878 85% M	604 88% M	299 87% M	111 71%
A little/Not at all	566 15%	318 17% B	249 13%	68 24% DEFGH	82 14%	78 12%	133 14%	110 14%	84 14%	68 14%	331 15%	81 12%	41 12%	45 29% IJKL

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 4) Charities that focus on social services?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	1056 27%	516 27%	539 27%	89 32%	173 30%	184 29%	249 25%	201 26%	147 25%	130 27%	613 28%	170 25%	100 29%	43 27%
Some	1945 50%	924 48%	1021 52%	130 46%	286 50%	335 52%	518 53%	378 49%	280 48%	220 46%	1114 50%	373 54%	177 52%	61 39%
A little	689 18%	365 19%	324 16%	52 19%	107 19%	86 13%	169 17%	146 19%	112 19%	94 20%	385 17%	110 16%	59 17%	41 26%
Not at all	155 4%	85 4%	70 4%	9 3%	8 1%	32 5%	32 3%	38 5%	34 6%	24 5%	89 4%	31 5%	0 -	11 7%
Don't know/Refused	38 1%	22 1%	16 1%	1 0%	1 0%	4 1%	10 1%	12 2%	10 2%	6 1%	21 1%	4 1%	8 2%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3001 77%	1440 75%	1561 79%	219 78%	458 80%	518 81%	767 78%	579 75%	427 73%	350 74%	1728 78%	542 79%	277 81%	104 66%
A little/Not at all	844 22%	450 24%	394 20%	61 22%	114 20%	118 18%	201 21%	184 24%	146 25%	118 25%	473 21%	141 21%	59 17%	52 34%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 5) Charities that focus on international development?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	534 14%	262 14%	272 14%	47 17%	98 17% FH	99 15% F	107 11%	108 14%	68 12%	64 14%	323 15%	93 14%	36 10%	18 11%
Some	1756 45%	805 42%	951 48% A	124 44%	258 45%	309 48% H	467 48% H	335 43%	239 41%	205 43%	999 45%	325 47%	161 47%	66 42%
A little	1090 28%	553 29%	537 27%	77 27%	151 26%	167 26%	284 29%	228 29%	169 29%	133 28%	615 28%	199 29%	98 28%	46 30%
Not at all	429 11%	269 14% B	160 8%	28 10%	60 10%	54 8%	105 11%	90 12%	83 14% E	56 12%	249 11%	62 9%	36 10%	26 17%
Don't know/Refused	74 2%	24 1%	51 3% A	4 1%	7 1%	11 2%	16 2%	14 2%	24 4% DEFG	17 4% JK	35 2%	9 1%	13 4%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2290 59%	1067 56%	1223 62% A	172 61%	356 62% H	408 64% GH	574 59%	443 57%	307 53%	269 57%	1323 60%	418 61%	197 57%	84 54%
A little/Not at all	1519 39%	822 43% B	698 35%	106 38%	211 37%	221 35%	388 40%	318 41%	252 43% E	188 40% E	864 39%	261 38%	134 39%	73 46%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 6) Charities that focus on children and children's activities?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	1665 43%	795 42%	870 44%	158 56% FGH	285 50% FGH	295 46% FH	377 39%	310 40%	225 39%	210 44%	952 43%	285 41%	163 47%	56 36%
Some	1665 43%	813 43%	852 43%	81 29% FGH	238 41% FGH	277 43% FH	465 48% C	342 44% C	240 41% C	201 42% C	960 43% L	325 47% L	126 37% L	53 34%
A little	451 12%	241 13%	209 11%	34 12%	46 8%	51 8%	112 11%	101 13%	91 16%	53 11%	253 11%	65 9%	43 13%	36 23% IJK
Not at all	80 2%	46 2%	33 2%	7 3%	5 1%	16 2%	13 1%	19 2%	21 4% DF	7 1%	49 2%	9 1%	4 1%	11 7% IK
Don't know/Refused	23 1%	17 1%	7 0%	0 -	0 0%	2 0%	11 1%	4 1%	5 1%	3 1%	9 0%	4 1%	8 2% J	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3330 86%	1608 84%	1721 87% A	240 85% A	523 91% FGH	571 89% GH	842 86% H	651 84%	466 80%	411 87% M	1911 86% M	610 89% M	289 84%	109 70%
A little/Not at all	530 14%	287 15%	243 12%	41 15%	51 9%	67 10%	125 13%	120 15%	111 19% DE	60 13% DEF	302 14%	74 11%	47 14%	47 30% IJKL

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 7) Charities that focus on education?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	1178 30%	568 30%	609 31%	96 34% G	202 35% GH	216 34% G	292 30%	191 25%	164 28%	149 31%	695 31%	184 27%	107 31%	44 28%
Some	1945 50%	964 50%	981 50%	126 45%	275 48%	309 48%	509 52%	415 54%	287 49%	225 47%	1105 50%	382 56% I	161 47%	73 46%
A little	565 15%	291 15%	274 14%	52 18%	72 13%	92 14%	143 15%	114 15%	84 14%	75 16%	314 14%	89 13%	47 14%	40 26% K
Not at all	122 3%	59 3%	63 3%	8 3%	15 3%	14 2%	16 2%	38 5% EF	30 5% EF	15 3%	73 3%	23 3%	11 3%	0 -
Don't know/Refused	73 2%	29 2%	44 2%	0 -	9 2%	10 2%	17 2%	17 2%	17 3% C	11 2%	35 2%	10 1%	18 5% JK	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3123 80%	1533 80%	1590 81%	221 79%	478 83% H	524 82%	801 82%	606 78%	451 77%	374 79%	1799 81%	566 82%	268 78%	117 74%
A little/Not at all	687 18%	350 18%	337 17%	59 21%	87 15%	106 17%	159 16%	152 20%	114 20%	90 19%	387 17%	112 16%	58 17%	40 26%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 8) Charities that focus on arts?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	687 18%	337 18%	350 18%	75 27% EFGH	127 22% GH	114 18%	168 17%	103 13%	92 16%	89 19%	372 17%	111 16%	79 23%	36 23%
Some	1764 45%	818 43%	947 48%	128 46% A	267 47%	325 51% H	443 45%	355 46%	233 40%	198 42%	1036 47% I	334 49% I	141 41%	56 36%
A little	916 24%	472 25%	444 23%	54 19%	134 23%	134 21%	233 24%	208 27%	142 24%	107 23%	527 24% E	166 24%	72 21%	44 28%
Not at all	349 9%	211 11% B	137 7%	19 7%	36 6%	50 8%	92 9%	65 8%	76 13% DEG	52 11% K	207 9% K	36 5%	36 10%	17 11%
Don't know/Refused	167 4%	75 4%	93 5%	5 2%	9 2%	18 3%	42 4% D	44 6% DE	39 7% CDE	29 6% J	79 4%	40 6%	16 5%	4 2%
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2451 63%	1154 60%	1297 66% A	203 72% GH	394 69% GH	439 69% GH	611 63% H	458 59%	325 56%	287 60%	1408 63%	445 65%	220 64%	92 59%
A little/Not at all	1265 33%	683 36% B	581 29%	73 26%	170 30%	184 29%	324 33%	273 35% E	218 37% CDE	159 33%	735 33%	203 30%	108 31%	61 39%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 9) Hospitals?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A lot	1949 50%	1011 53%	939 48%	160 57%	298 52%	347 54%	464 47%	379 49%	275 47%	241 51%	1125 51%	344 50%	156 45%	83 53%
Some	1479 38%	674 35%	805 41%	71 25%	220 38%	231 36%	394 40%	314 41%	227 39%	171 36%	854 38%	274 40%	133 39%	47 30%
A little	365 9%	194 10%	172 9%	42 15%	47 8%	46 7%	98 10%	64 8%	65 11%	46 10%	199 9%	54 8%	41 12%	26 17%
Not at all	74 2%	27 1%	47 2%	7 3%	8 1%	14 2%	21 2%	10 1%	12 2%	11 2%	39 2%	14 2%	10 3%	0 -
Don't know/Refused	15 0%	7 0%	8 0%	0 -	0 -	3 0%	1 0%	8 1%	3 1%	5 1%	5 0%	2 0%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3429 88%	1685 88%	1744 88%	232 83%	518 90%	578 90%	857 88%	693 89%	502 86%	412 87%	1979 89%	618 90%	289 84%	130 83%
A little/Not at all	440 11%	221 12%	219 11%	49 17%	56 10%	59 9%	119 12%	74 10%	77 13%	57 12%	238 11%	68 10%	51 15%	26 17%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 10) Churches?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: 50% of respondents														
Unweighted Base	1897	867	1030	105	239	362	440	420	309	480	1091	230	72	24
Weighted Base	1913	923	990	154*	261	364	450	396	257	236	1106	354	141*	76**
A lot	475 25%	227 25%	247 25%	31 20%	59 23%	91 25%	107 24%	96 24%	80 31%	53 22%	278 25%	83 24%	44 31%	17 23%
Some	798 42%	370 40%	427 43%	54 35%	100 38%	169 46%	195 43%	156 40%	111 43%	99 42%	457 41%	166 47%	46 33%	29 39%
A little	393 21%	201 22%	192 19%	41 27%	74 28%	53 15%	90 20%	86 22%	42 16%	53 22%	223 20%	68 19%	26 18%	23 31%
Not at all	223 12%	117 13%	106 11%	27 18%	26 10%	42 11%	54 12%	51 13%	23 9%	25 11%	138 12%	33 9%	22 15%	6 8%
Don't know/Refused	24 1%	7 1%	17 2%	1 1%	2 1%	9 3%	4 1%	6 2%	1 0%	6 3%	11 1%	3 1%	4 3%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	1273 67%	598 65%	675 68%	85 55%	158 61%	260 71%	302 67%	252 64%	191 74%	152 64%	735 66%	250 71%	90 64%	47 61%
A little/Not at all	617 32%	318 34%	298 30%	68 44%	100 38%	95 26%	144 32%	137 35%	66 26%	78 33%	360 33%	101 29%	48 34%	29 39%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 11) Religious organizations (excluding churches)?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: 50% of respondents														
Unweighted Base	1897	867	1030	105	239	362	440	420	309	480	1091	230	72	24
Weighted Base	1913	923	990	154*	261	364	450	396	257	236	1106	354	141*	76**
A lot	199 10%	105 11%	94 10%	19 12%	26 10%	47 13%	37 8%	39 10%	29 11%	25 10%	118 11%	30 9%	22 16%	4 5%
Some	642 34%	282 31%	360 36%	43 28%	97 37%	130 36%	160 36%	119 30%	86 33%	78 33%	366 33%	134 38%	45 32%	20 26%
A little	580 30%	290 31%	290 29%	44 29%	73 28%	89 24%	154 34%	128 32%	78 30%	73 31%	342 31%	97 28%	35 25%	33 43%
Not at all	440 23%	222 24%	218 22%	47 30%	59 23%	90 25%	90 20%	96 24%	53 21%	50 21%	256 23%	83 23%	31 22%	20 26%
Don't know/Refused	51 3%	24 3%	28 3%	1 1%	5 2%	8 2%	9 2%	14 3%	11 4%	11 5%	23 2%	9 3%	8 5%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	842 44%	388 42%	454 46%	62 40%	123 47%	177 49%	197 44%	158 40%	115 45%	102 43%	485 44%	164 46%	67 48%	24 31%
A little/Not at all	1020 53%	512 55%	508 51%	91 59%	132 51%	178 49%	244 54%	224 57%	131 51%	123 52%	598 54%	180 51%	66 47%	52 69%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 12) Churches and other places of worship?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: 50% of respondents														
Unweighted Base	1966	871	1095	85	300	307	480	401	374	475	1135	234	97	25
Weighted Base	1971	989	981	127*	313	276	528	380	325	238	1116	334	202*	80**
A lot	466 24%	223 23%	244 25%	29 23%	52 17%	59 21%	120 23%	92 24%	109 33%	63 27%	271 24%	75 22%	43 21%	14 17%
Some	813 41%	385 39%	429 44%	50 40%	141 45%	133 48%	206 39%	158 42%	121 37%	85 36%	463 41%	148 44%	81 40%	37 46%
A little	430 22%	218 22%	213 22%	31 25%	65 21%	57 21%	112 21%	96 25%	61 19%	62 26%	240 21%	66 20%	42 21%	21 26%
Not at all	246 12%	158 16%	88 9%	16 13%	51 16%	27 10%	85 16%	33 9%	29 9%	23 10%	136 12%	42 12%	36 18%	9 12%
Don't know/Refused	15 1%	6 1%	9 1%	0 -	4 1%	0 -	4 1%	1 0%	5 2%	5 2%	6 1%	4 1%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	1279 65%	607 61%	672 68%	79 62%	193 62%	192 69%	326 62%	250 66%	230 71%	149 62%	734 66%	222 67%	124 61%	50 63%
A little/Not at all	676 34%	376 38%	300 31%	48 38%	116 37%	84 31%	197 37%	129 34%	90 28%	85 36%	375 34%	108 32%	78 39%	30 37%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 13) Religious organizations (excluding churches and other places of worship)?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: 50% of respondents														
Unweighted Base	1966	871	1095	85	300	307	480	401	374	475	1135	234	97	25
Weighted Base	1971	989	981	127*	313	276	528	380	325	238	1116	334	202*	80**
A lot	218 11%	100 10%	118 12%	18 14%	31 10%	26 9%	63 12%	37 10%	42 13%	27 11%	117 11%	32 10%	25 12%	17 21%
Some	667 34%	328 33%	340 35%	38 30%	112 36%	114 41%	158 30%	128 34%	111 34%	85 36%	387 35%	131 39%	54 27%	11 13%
A little	603 31%	300 30%	303 31%	46 37%	90 29%	91 33%	151 29%	114 30%	105 32%	72 30%	361 32%	80 24%	66 33%	24 30%
Not at all	440 22%	249 25%	191 19%	21 16%	76 24%	43 16%	144 27%	92 24%	58 18%	46 19%	232 21%	80 24%	54 27%	29 36%
Don't know/Refused	42 2%	12 1%	30 3%	4 3%	4 1%	2 1%	12 2%	9 2%	10 3%	8 4%	19 2%	11 3%	4 2%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	886 45%	428 43%	458 47%	56 44%	143 46%	140 51%	221 42%	165 44%	153 47%	112 47%	504 45%	163 49%	79 39%	28 34%
A little/Not at all	1043 53%	549 55%	494 50%	67 53%	166 53%	134 49%	295 56%	206 54%	163 50%	118 49%	593 53%	159 48%	120 59%	53 66%

TALKING ABOUT CHARITIES

3. AGREE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Charities should be expected to deliver programs and services the government stops funding	2166 56%	1051 55%	1116 57%	207 74% DEFGH	359 63% EFGH	341 53%	519 53%	389 50%	320 55%	271 57%	1187 53%	411 60% J	205 60%	93 59%
2) Charities generally improve our quality of life	3319 85%	1584 83%	1736 88% A	257 92% FH	503 88% H	556 87% H	824 84%	659 85%	477 82%	393 83%	1903 86%	590 86%	300 87%	134 85%
3) Charities do a better job than government in meeting the needs of Canadians	2702 70%	1252 65%	1450 74% A	171 61%	403 70%	460 72% C	676 69%	546 70%	414 71% C	337 71%	1527 69%	491 71%	251 73%	96 61%
4) Charities are important to Canadians	3598 93%	1738 91%	1860 94% A	261 93%	529 92%	608 95% H	904 92%	725 94%	524 90%	434 92%	2061 93%	637 93%	311 90%	155 99%
5) Charities understand the needs of Canadians better than government does	2922 75%	1360 71%	1561 79% A	191 68%	426 74%	489 76%	741 76%	607 78% C	437 75%	373 79% M	1666 75% M	532 77% M	268 78% M	83 53%

TALKING ABOUT CHARITIES

3. DISAGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Charities should be expected to deliver programs and services the government stops funding	1666 43%	842 44%	824 42%	71 25%	208 36%	294 46%	448 46%	372 48%	249 43%	197 42%	1002 45%	272 40%	134 39%	61 39%
2) Charities generally improve our quality of life	540 14%	318 17%	222 11%	20 7%	71 12%	81 13%	145 15%	112 14%	100 17%	78 17%	306 14%	95 14%	38 11%	23 15%
3) Charities do a better job than government in meeting the needs of Canadians	1082 28%	625 33%	457 23%	97 34%	160 28%	160 25%	286 29%	214 28%	144 25%	123 26%	639 29%	188 27%	73 21%	59 38%
4) Charities are important to Canadians	263 7%	163 9%	99 5%	15 6%	41 7%	29 5%	70 7%	45 6%	56 10%	38 8%	148 7%	51 7%	25 7%	2 1%
5) Charities understand the needs of Canadians better than government does	912 23%	543 28%	369 19%	89 32%	147 26%	140 22%	222 23%	156 20%	136 23%	95 20%	529 24%	150 22%	65 19%	73 46%

TALKING ABOUT CHARITIES

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 1) Charities should be expected to deliver programs and services the government stops funding?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: &txt														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	745 19%	390 20%	355 18%	50 18%	131 23%	120 19%	195 20%	143 18%	100 17%	98 21%	404 18%	141 21%	82 24%	19 12%
Somewhat agree	1421 37%	661 35%	761 39%	157 56%	229 40%	222 35%	324 33%	247 32%	220 38%	172 36%	783 35%	269 39%	123 36%	73 47%
Somewhat disagree	883 23%	414 22%	469 24%	39 14%	128 22%	161 25%	223 23%	183 24%	138 24%	104 22%	546 25%	139 20%	69 20%	24 15%
Strongly disagree	783 20%	428 22%	355 18%	32 12%	80 14%	132 21%	225 23%	189 24%	111 19%	93 20%	455 20%	133 19%	65 19%	37 24%
Don't know/Refused	52 1%	20 1%	31 2%	2 1%	6 1%	5 1%	11 1%	14 2%	13 2%	6 1%	32 1%	5 1%	5 1%	3 2%
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2166 56%	1051 55%	1116 57%	207 74%	359 63%	341 53%	519 53%	389 50%	320 55%	271 57%	1187 53%	411 60%	205 60%	93 59%
Disagree (Low2Box)	1666 43%	842 44%	824 42%	71 25%	208 36%	294 46%	448 46%	372 48%	249 43%	197 42%	1002 45%	272 40%	134 39%	61 39%

TALKING ABOUT CHARITIES

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 2) Charities generally improve our quality of life?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: &txt														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	1239 32%	536 28%	703 36% A	84 30%	183 32%	213 33%	299 31%	251 32%	206 35%	153 32%	720 32%	193 28%	119 35%	54 34%
Somewhat agree	2080 54%	1048 55%	1032 52% A	174 62% H	320 56% H	344 54% H	525 54% H	408 53%	271 47%	239 50%	1183 53%	397 58% I	182 53%	80 51%
Somewhat disagree	399 10%	220 11%	180 9%	16 6%	56 10%	52 8%	104 11%	88 11%	76 13% CE	57 12%	220 10%	71 10%	36 10%	15 10%
Strongly disagree	141 4%	98 5% B	43 2%	4 1%	15 3%	28 4%	41 4%	24 3%	24 4%	21 4% L	86 4%	24 4%	2 1%	8 5%
Don't know/Refused	24 1%	11 1%	13 1%	3 1%	0 0%	3 1%	9 1%	4 0%	5 1%	3 1%	13 1%	3 0%	6 2%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3319 85%	1584 83%	1736 88% A	257 92% FH	503 88% H	556 87% H	824 84%	659 85%	477 82%	393 83%	1903 86%	590 86%	300 87%	134 85%
Disagree (Low2Box)	540 14%	318 17% B	222 11%	20 7%	71 12%	81 13%	145 15% C	112 14% C	100 17% C	78 17%	306 14%	95 14%	38 11%	23 15%

TALKING ABOUT CHARITIES

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 3) Charities do a better job than government in meeting the needs of Canadians?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: &txt														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	855 22%	424 22%	431 22%	54 19%	131 23%	134 21%	211 22%	189 24%	131 23%	115 24%	463 21%	154 22%	100 29%	23 15%
Somewhat agree	1847 48%	828 43%	1019 52%	117 42%	272 47%	327 51%	465 48%	357 46%	282 49%	223 47%	1063 48%	337 49%	151 44%	73 47%
Somewhat disagree	798 21%	436 23%	362 18%	78 28%	122 21%	122 19%	204 21%	155 20%	99 17%	89 19%	465 21%	146 21%	54 16%	43 27%
Strongly disagree	284 7%	189 10%	95 5%	18 6%	38 7%	38 6%	82 8%	58 8%	45 8%	33 7%	173 8%	41 6%	19 6%	16 11%
Don't know/Refused	100 3%	35 2%	64 3%	13 5%	11 2%	20 3%	16 2%	16 2%	24 4%	14 3%	56 3%	9 1%	20 6%	1 1%
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2702 70%	1252 65%	1450 74%	171 61%	403 70%	460 72%	676 69%	546 70%	414 71%	337 71%	1527 69%	491 71%	251 73%	96 61%
Disagree (Low2Box)	1082 28%	625 33%	457 23%	97 34%	160 28%	160 25%	286 29%	214 28%	144 25%	123 26%	639 29%	188 27%	73 21%	59 38%

TALKING ABOUT CHARITIES

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 4) Charities are important to Canadians?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: &txt														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	1982 51%	879 46%	1103 56% A	121 43%	293 51%	372 58% CDFH	498 51%	403 52%	277 48%	240 51%	1157 52%	334 49%	178 52%	74 47%
Somewhat agree	1616 42%	859 45% B	756 38%	140 50% E	236 41%	236 37%	406 41%	322 42%	247 42%	194 41%	904 41%	303 44%	133 39%	81 52%
Somewhat disagree	180 5%	115 6% B	65 3%	9 3%	29 5%	16 3%	52 5% E	29 4%	39 7% EG	27 6%	97 4%	38 6%	18 5%	0 -
Strongly disagree	83 2%	49 3%	34 2%	6 2%	12 2%	13 2%	17 2%	16 2%	17 3%	10 2%	51 2%	13 2%	7 2%	2 1%
Don't know/Refused	23 1%	11 1%	12 1%	5 2%	4 1%	3 0%	4 0%	5 1%	2 0%	3 1%	12 1%	0 -	8 2% JK	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3598 93%	1738 91%	1860 94% A	261 93%	529 92%	608 95% H	904 92%	725 94%	524 90%	434 92%	2061 93%	637 93%	311 90%	155 99%
Disagree (Low2Box)	263 7%	163 9% B	99 5%	15 6%	41 7%	29 5%	70 7%	45 6%	56 10% EG	38 8%	148 7%	51 7%	25 7%	2 1%

TALKING ABOUT CHARITIES

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 5) Charities understand the needs of Canadians better than government does?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: &txt														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	1066 27%	478 25%	588 30% A	52 19%	131 23%	199 31% CD	262 27%	235 30% CD	179 31% CD	147 31%	633 29%	179 26%	77 22%	30 19%
Somewhat agree	1855 48%	882 46%	973 49% A	138 49%	294 51%	290 45% CD	479 49%	372 48% CD	258 44% CD	226 48%	1032 46%	353 51% M	192 56% M	53 34%
Somewhat disagree	686 18%	382 20%	304 15% B	72 26% EFG	124 22% EFG	102 16%	157 16%	107 14%	106 18%	73 15%	404 18%	117 17%	45 13%	48 30% IL
Strongly disagree	226 6%	161 8% B	65 3%	16 6%	23 4%	38 6%	65 7%	49 6%	30 5%	22 5%	126 6%	33 5%	20 6%	25 16% IJK
Don't know/Refused	50 1%	9 0%	41 2% A	1 0%	1 0%	11 2% D	15 2%	12 2% D	9 2% D	6 1%	27 1%	6 1%	11 3%	1 1%
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2922 75%	1360 71%	1561 79% A	191 68%	426 74%	489 76%	741 76%	607 78% C	437 75%	373 79% M	1666 75% M	532 77% M	268 78% M	83 53%
Disagree (Low2Box)	912 23%	543 28% B	369 19%	89 32% EG	147 26%	140 22%	222 23%	156 20%	136 23%	95 20%	529 24%	150 22%	65 19%	73 46% IJKL

TALKING ABOUT CHARITIES

3A. Charities, on occasion, speak out and express opinions on issues of public concern. Which of the following two points of view comes closest to your own?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
The opinions that charities express on issues of public concern have value because they represent a public interest perspective	2472 64%	1118 58%	1354 69% A	175 62%	397 69% H	413 64% H	632 65% H	503 65% H	317 54%	310 65%	1415 64%	430 63%	236 69%	80 51%
The opinions that charities express on issues of public concern do not have value because they only represent the perspective of a particular interest group	1303 34%	739 39% B	564 29%	95 34%	164 29%	215 34%	327 33%	259 33%	232 40% DFG	149 31%	747 34%	244 36%	94 27%	68 44%
Don't know/Refused	108 3%	56 3%	52 3%	11 4%	13 2%	13 2%	19 2%	13 2%	33 6% DEFG	15 3%	59 3%	13 2%	13 4%	8 5%

TALKING ABOUT CHARITIES

4. Based on your perceptions of charities in general, do you think they have too much, about the right amount or too little money to meet their objectives?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Too much	277 7%	166 9% B	112 6%	26 9%	50 9%	33 5%	57 6%	50 6%	57 10%	44 9%	163 7%	35 5%	17 5%	19 12%
About the right amount	1007 26%	521 27%	486 25%	62 22%	149 26%	160 25%	240 25%	201 26%	174 30%	118 25%	599 27%	171 25%	74 22%	44 28%
Too little	2413 62%	1132 59%	1281 65% A	166 59%	355 62%	416 65% H	637 65% H	500 65% H	322 55%	292 62%	1376 62%	441 64%	222 65%	83 53%
Don't know/Refused	186 5%	94 5%	92 5%	27 10% DFG	20 3%	31 5%	45 5%	25 3%	29 5%	21 4%	83 4%	41 6%	30 9% J	12 7%

TALKING ABOUT CHARITIES

5. Which of the following two statements do you most agree with?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
I expect all of the money I give to charity to go to the charity's cause, for example, towards cancer research	1513 39%	687 36%	826 42% A	118 42%	228 40%	242 38%	404 41% G	264 34%	230 40%	201 42% J	824 37%	257 37%	175 51% JK	57 37%
It is appropriate to have a proportion of the money I give to charities go towards the operating costs of the charity itself as long as the amount is reasonable	2339 60%	1206 63% B	1133 57%	152 54%	345 60%	395 62%	568 58% CF	505 65% CF	348 60%	271 57%	1382 62% IL	429 62% L	164 48%	92 59%
Don't know/Refused	31 1%	19 1%	12 1%	11 4% DEFGH	0 0%	3 0%	6 1%	6 1%	4 1%	3 1%	16 1%	1 0%	4 1%	7 5% JK

TALKING ABOUT CHARITIES

6. Some people would like to change the laws that limit the extent to which the charities can speak out and represent their causes to governments or other organizations. Do you agree or disagree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	1212 31%	574 30%	639 32%	78 28%	166 29%	224 35%	314 32%	264 34%	158 27%	171 36%	714 32%	206 30%	95 28%	26 17%
Somewhat agree	1476 38%	695 36%	781 40%	146 52% DEFGH	233 41% G	234 37%	367 38% G	240 31%	236 41% G	165 35%	822 37%	289 42% I	143 42%	58 37%
Somewhat disagree	700 18%	377 20% B	323 16%	38 14%	112 20%	106 17%	159 16%	164 21% F	104 18%	77 16%	413 19%	105 15%	57 17%	48 31% IK
Strongly disagree	352 9%	205 11% B	147 7%	11 4%	46 8%	60 9%	98 10% C	73 9%	57 10%	50 11%	198 9%	72 11%	23 7%	8 5%
Don't know/Refused	142 4%	62 3%	80 4%	7 2%	16 3%	16 3%	39 4%	34 4%	27 5%	12 3%	74 3%	15 2%	26 7% IJK	16 10% IJK
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2689 69%	1269 66%	1420 72% A	224 80% DFGH	399 70%	458 72% G	681 70%	504 65%	394 68%	335 71% M	1536 69% M	495 72% M	238 69%	84 54%
Disagree (Low2Box)	1052 27%	582 30% B	470 24%	50 18%	158 28% C	166 26%	257 26%	238 31% C	161 28% C	127 27%	612 28%	177 26%	80 23%	57 36%

TALKING ABOUT CHARITIES

7. ACCEPTABLE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed	3664 94%	1797 94%	1868 95%	275 98% H	551 96% H	611 95% H	918 94% H	732 94% H	533 92% H	437 92% H	2083 94% I	662 96% I	332 97% I	151 97% I
2) Organize letter-writing campaigns	3227 83%	1594 83%	1633 83%	246 88% H	502 88% FH	562 88% FGH	803 82% H	641 83% H	431 74% H	368 78% I	1869 84% I	586 85% I	286 83% I	118 75% I
3) Hold legal street protests or demonstrations	2417 62%	1199 63%	1219 62%	199 71% H	422 74% EFGH	419 65% H	612 63% H	476 61% H	262 45% H	306 65% H	1403 63% H	418 61% H	210 61% H	80 51% H
4) Place advertisements in the media	3487 90%	1700 89%	1787 91%	271 97% FGH	544 95% FGH	600 94% GH	890 91% H	679 88% H	459 79% H	412 87% H	1985 89% H	624 91% H	319 93% H	148 94% H
5) Block roadways, or other non-violent acts	1033 27%	467 24%	565 29% A	129 46% DEFGH	192 34% FGH	182 28% GH	235 24% GH	159 21% GH	120 21% GH	137 29% J	545 25% J	168 24% J	133 39% IJK	50 32% IJK
6) Use research results to support a message	3596 93%	1771 93%	1825 93%	275 98% FGH	556 97% FGH	614 96% FGH	908 93% H	701 90% H	495 85% H	423 89% H	2055 92% I	650 95% I	320 93% I	148 95% I
7) Speak out on issues like the environment, poverty or healthcare	3685 95%	1795 94%	1890 96% A	277 99% GH	566 99% FGH	621 97% GH	938 96% GH	715 92% GH	527 91% GH	448 95% GH	2096 94% GH	658 96% GH	338 98% GH	146 93% GH

TALKING ABOUT CHARITIES

7. UNACCEPTABLE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed	206 5%	109 6%	97 5%	2 1%	23 4%	29 5%	54 6%	43 5%	48 8%	35 7%	136 6%	22 3%	7 2%	5 3%
2) Organize letter-writing campaigns	627 16%	304 16%	323 16%	27 10%	70 12%	75 12%	167 17%	131 17%	145 25%	102 21%	338 15%	97 14%	52 15%	38 25%
3) Hold legal street protests or demonstrations	1440 37%	699 37%	741 38%	70 25%	149 26%	221 35%	364 37%	297 38%	312 54%	166 35%	812 37%	268 39%	130 38%	65 41%
4) Place advertisements in the media	384 10%	205 11%	179 9%	9 3%	29 5%	39 6%	84 9%	94 12%	118 20%	59 13%	227 10%	64 9%	25 7%	9 6%
5) Block roadways, or other non-violent acts	2828 73%	1437 75%	1391 71%	152 54%	379 66%	451 70%	737 75%	612 79%	459 79%	334 70%	1667 75%	513 75%	207 60%	106 68%
6) Use research results to support a message	260 7%	134 7%	126 6%	5 2%	14 3%	24 4%	59 6%	69 9%	80 14%	45 10%	155 7%	31 5%	20 6%	8 5%
7) Speak out on issues like the environment, poverty or healthcare	184 5%	107 6%	77 4%	4 1%	7 1%	18 3%	39 4%	52 7%	51 9%	23 5%	116 5%	28 4%	6 2%	11 7%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 1) Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very acceptable	2380 61%	1121 59%	1258 64% A	207 74% EFGH	374 65% GH	406 63% H	593 61%	448 58%	330 57%	277 58%	1346 61%	445 65%	216 63%	95 61%
Somewhat acceptable	1285 33%	675 35% B	610 31%	68 24%	177 31%	205 32%	325 33%	283 37% C	202 35% C	159 34%	737 33%	218 32%	116 34%	56 36%
Somewhat unacceptable	123 3%	59 3%	64 3%	0 -	17 3%	18 3%	35 4% C	26 3% C	27 5% C	19 4%	82 4%	18 3%	5 1%	0 -
Very unacceptable	83 2%	50 3%	33 2%	2 1%	6 1%	12 2%	19 2%	17 2%	21 4% D	17 3% K	54 2% K	5 1%	2 1%	5 3%
Don't know/Refused	13 0%	7 0%	6 0%	4 1% E	0 -	0 -	6 1%	1 0%	2 0%	2 0%	3 0%	3 0%	5 1% J	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	3664 94%	1797 94%	1868 95% A	275 98% H	551 96% H	611 95% H	918 94%	732 94%	533 92%	437 92%	2083 94%	662 96% I	332 97%	151 97%
Unacceptable (Low2Box)	206 5%	109 6%	97 5%	2 1%	23 4%	29 5% C	54 6% C	43 5% C	48 8% CDE	35 7% KL	136 6% K	22 3%	7 2%	5 3%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 2) Organize letter-writing campaigns?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very acceptable	1461 38%	684 36%	777 39%	140 50% FGH	242 42% GH	280 44% GH	370 38% GH	245 32% GH	171 29%	165 35%	855 38%	256 37%	136 39%	50 32%
Somewhat acceptable	1766 45%	910 48% B	856 43%	106 38%	260 45%	282 44%	433 44%	395 51% CEF	259 44%	203 43%	1014 46%	330 48%	151 44%	68 44%
Somewhat unacceptable	390 10%	194 10%	196 10%	22 8%	53 9%	51 8%	98 10%	81 10%	83 14% DEF	61 13% JK	220 10%	56 8%	26 8%	28 18%
Very unacceptable	236 6%	109 6%	127 6%	5 2%	17 3%	25 4%	69 7% CDE	50 6% D	63 11% CDEFG	41 9% J	118 5%	41 6%	26 8%	10 7%
Don't know/Refused	30 1%	15 1%	15 1%	7 2% D	1 0%	3 0%	8 1%	4 0%	6 1%	5 1%	15 1%	5 1%	5 2%	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	3227 83%	1594 83%	1633 83%	246 88% H	502 88% FH	562 88% FGH	803 82% H	641 83% H	431 74%	368 78%	1869 84% I	586 85% I	286 83%	118 75%
Unacceptable (Low2Box)	627 16%	304 16%	323 16%	27 10%	70 12%	75 12%	167 17% E	131 17% E	145 25% CDEFG	102 21% JK	338 15%	97 14%	52 15%	38 25%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 3) Hold legal street protests or demonstrations?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very acceptable	905 23%	462 24%	443 22%	95 34% FGH	169 29% FGH	164 26% H	213 22% H	164 21% H	91 16% JK	130 27% JK	521 23%	141 21%	85 25%	27 18%
Somewhat acceptable	1512 39%	737 39%	776 39%	105 37% H	253 44% H	254 40% H	399 41% H	312 40% H	172 29% H	176 37%	881 40%	277 40%	125 36%	53 34%
Somewhat unacceptable	655 17%	320 17%	335 17%	34 12%	98 17%	119 19%	171 18%	118 15%	105 18%	74 16%	368 17%	113 17%	74 22%	25 16%
Very unacceptable	785 20%	379 20%	406 21%	36 13%	51 9%	102 16% D	192 20% D	178 23% CDE	207 36% CDEFG	92 19%	444 20%	154 22%	56 16%	40 25%
Don't know/Refused	26 1%	15 1%	11 1%	12 4% DEFG	2 0%	0 0%	2 0%	2 0%	8 1% EF	2 0%	7 0%	1 0%	4 1%	12 7% IJK
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	2417 62%	1199 63%	1219 62%	199 71% H	422 74% EFGH	419 65% H	612 63% H	476 61% H	262 45%	306 65%	1403 63%	418 61%	210 61%	80 51%
Unacceptable (Low2Box)	1440 37%	699 37%	741 38%	70 25%	149 26%	221 35% D	364 37% CD	297 38% CD	312 54% CDEFG	166 35%	812 37%	268 39%	130 38%	65 41%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 4) Place advertisements in the media?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very acceptable	1704 44%	799 42%	905 46% A	174 62% DFGH	288 50% FGH	332 52% FGH	405 41% H	313 40% H	179 31% C	190 40% C	947 43% I	318 46% I	173 50% I	77 49%
Somewhat acceptable	1782 46%	900 47%	882 45%	97 35%	256 45%	269 42%	485 50% CE	366 47% C	280 48% C	222 47% D	1039 47% CDEFG	306 45% D	145 42% CDEFG	71 45%
Somewhat unacceptable	239 6%	128 7%	111 6%	9 3%	21 4%	31 5%	53 5%	53 7%	69 12% D	30 6% CDEFG	153 7% CDEFG	43 6% CDEFG	9 3% CDEFG	4 3%
Very unacceptable	145 4%	77 4%	68 3%	1 0%	8 1%	8 1%	31 3% E	41 5% CDE	49 8% CDEF	29 6% JK	74 3% JK	21 3% JK	16 5% JK	4 3%
Don't know/Refused	12 0%	7 0%	5 0%	0 -	0 -	1 0%	4 0%	2 0%	5 1%	3 1%	9 0%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	3487 90%	1700 89%	1787 91%	271 97% FGH	544 95% FGH	600 94% GH	890 91% H	679 88% H	459 79% H	412 87% CDE	1985 89% CDEFG	624 91% CDEFG	319 93% CDEFG	148 94%
Unacceptable (Low2Box)	384 10%	205 11%	179 9%	9 3%	29 5%	39 6%	84 9%	94 12% CDE	118 20% CDEFG	59 13% CDEFG	227 10% CDEFG	64 9% CDEFG	25 7% CDEFG	9 6%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 5) Block roadways, or other non-violent acts?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very acceptable	302 8%	148 8%	153 8%	33 12% GH	60 10% GH	63 10% GH	70 7%	41 5%	30 5%	45 9% M	159 7%	55 8%	42 12% JM	0 -
Somewhat acceptable	731 19%	319 17%	412 21% A	96 34% DEFGH	133 23% FGH	120 19%	166 17%	118 15%	90 15%	92 19%	386 17%	112 16%	90 26% JK	50 32% JK
Somewhat unacceptable	913 24%	434 23%	480 24%	83 29% H	166 29% FGH	169 26% H	213 22%	170 22%	105 18%	100 21%	530 24%	165 24%	68 20%	50 32%
Very unacceptable	1915 49%	1004 52% B	911 46%	69 25%	214 37% C	282 44% C	524 54% CDE	442 57% CDE	354 61% CDEF	234 49%	1137 51% L	348 51%	139 41%	57 36%
Don't know/Refused	22 1%	8 0%	15 1%	0 0%	2 0%	7 1%	6 1%	4 1%	3 1%	3 1%	9 0%	6 1%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	1033 27%	467 24%	565 29% A	129 46% DEFGH	192 34% FGH	182 28% GH	235 24%	159 21%	120 21%	137 29% J	545 25%	168 24%	133 39% IJK	50 32%
Unacceptable (Low2Box)	2828 73%	1437 75% B	1391 71%	152 54%	379 66% C	451 70% C	737 75% CD	612 79% CDE	459 79% CDE	334 70% L	1667 75% IL	513 75% L	207 60%	106 68%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 6) Use research results to support a message?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very acceptable	2067 53%	1037 54%	1030 52%	190 68% FGH	352 61% FGH	389 61% GH	533 55% GH	355 46%	229 39%	221 47%	1229 55% I	369 54% I	183 53%	65 41%
Somewhat acceptable	1529 39%	734 38%	795 40%	86 30%	205 36%	226 35%	375 38%	346 45%	266 46% CDEF	202 43% J	826 37%	280 41%	138 40%	83 53% J
Somewhat unacceptable	154 4%	79 4%	75 4%	4 1%	13 2%	18 3%	32 3%	39 5%	45 8% CDEF	28 6% K	95 4%	19 3%	12 4%	0 -
Very unacceptable	106 3%	55 3%	51 3%	1 0%	1 0%	6 1%	26 3% DE	31 4% DE	35 6% CDEF	18 4%	60 3%	12 2%	8 2%	8 5%
Don't know/Refused	28 1%	7 0%	20 1%	0 -	3 1%	2 0%	11 1%	5 1%	7 1%	6 1%	12 1%	7 1%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	3596 93%	1771 93%	1825 93%	275 98% FGH	556 97% FGH	614 96% FGH	908 93% H	701 90% H	495 85%	423 89%	2055 92% I	650 95% I	320 93%	148 95%
Unacceptable (Low2Box)	260 7%	134 7%	126 6%	5 2%	14 3%	24 4%	59 6% D	69 9%	80 14% CDE	45 10% CDEFG	155 7% JK	31 5%	20 6%	8 5%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 7) Speak out on issues like the environment, poverty or healthcare?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very acceptable	2368 61%	1108 58%	1260 64%	230 82% A DEFGH	378 66% GH	400 63% H	592 60% H	450 58% H	295 51%	270 57%	1340 60%	408 59%	234 68% I	116 74% I
Somewhat acceptable	1316 34%	687 36% B	629 32%	47 17%	187 33% C	221 34% C	347 35% C	265 34% C	232 40% CD	178 38% M	756 34% M	249 36% M	103 30%	29 19%
Somewhat unacceptable	124 3%	69 4%	55 3%	4 1%	5 1%	15 2%	29 3% D	30 4% D	30 5% DE	16 3%	71 3%	20 3%	6 2%	11 7%
Very unacceptable	60 2%	38 2%	22 1%	0 -	2 0%	3 0%	10 1%	22 3% DEF	21 4% CDEF	7 1%	45 2%	8 1%	0 -	0 -
Don't know/Refused	15 0%	10 1%	4 0%	0 -	1 0%	2 0%	1 0%	8 1% F	4 1%	3 1%	10 0%	2 0%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	3685 95%	1795 94%	1890 96% A	277 99% GH	566 99% FGH	621 97% GH	938 96% GH	715 92%	527 91%	448 95%	2096 94%	658 96%	338 98%	146 93%
Unacceptable (Low2Box)	184 5%	107 6%	77 4%	4 1%	7 1%	18 3%	39 4% D	52 7% CDEF	51 9% CDEF	23 5%	116 5%	28 4%	6 2%	11 7%

TALKING ABOUT CHARITIES

8. Charities often find themselves faced with issues they'd like to inform the public about. Which of the following two statements do you most agree with?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Charities should be obligated to provide information about BOTH sides of an issue	3208 83%	1567 82%	1641 83%	233 83%	494 86%	528 82%	841 86%	605 78%	466 80%	386 81%	1828 82%	573 83%	297 86%	124 79%
Charities should only have to provide information that supports their cause	653 17%	333 17%	320 16%	48 17%	77 13%	112 18%	135 14%	165 21%	106 18%	83 18%	380 17%	111 16%	46 14%	33 21%
Don't know/Refused	22 1%	12 1%	10 1%	0 -	2 0%	0 -	2 0%	5 1%	10 2%	5 1%	14 1%	3 0%	0 -	0 -

TALKING ABOUT CHARITIES

9. IMPORTANT SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Information about the programs and services the charities deliver	3803 98%	1868 98%	1936 98%	279 100% H	572 100% EGH	622 97%	964 99% H	760 98% H	557 96%	458 96%	2164 97%	684 99% IJ	341 99%	156 100%
2) Information on how charities use donations	3816 98%	1865 98%	1951 99% A	281 100%	569 99% H	629 98%	958 98%	761 98%	564 97%	460 97%	2178 98%	678 99%	344 100% I	156 100%
3) Information about charities' fundraising costs	3755 97%	1852 97%	1903 97%	269 96%	552 96%	617 96%	946 97%	759 98%	559 96%	458 97%	2146 97%	676 98% M	330 96%	145 93%
4) Information about the impact of charities' work on Canadians	3722 96%	1808 95%	1914 97% A	273 97%	546 95%	619 97% H	939 96% H	750 97% H	542 93%	446 94%	2130 96%	664 97%	329 96%	154 98%

TALKING ABOUT CHARITIES

9. UNIMPORTANT SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Information about the programs and services the charities deliver	73 2%	41 2%	31 2%	1 0%	1 0%	18 3%	14 1%	14 2%	21 4%	13 3%	56 3%	1 0%	2 1%	0 -
2) Information on how charities use donations	63 2%	46 2%	17 1%	0 0%	5 1%	11 2%	18 2%	12 2%	17 3%	13 3%	41 2%	9 1%	0 -	0 -
3) Information about charities' fundraising costs	123 3%	58 3%	65 3%	12 4%	22 4%	23 4%	30 3%	15 2%	22 4%	16 3%	71 3%	11 2%	13 4%	11 7%
4) Information about the impact of charities' work on Canadians	142 4%	97 5%	45 2%	8 3%	27 5%	21 3%	36 4%	18 2%	33 6%	22 5%	81 4%	21 3%	15 4%	3 2%

TALKING ABOUT CHARITIES

9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 1) Information about the programs and services the charities deliver?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very important	3031 78%	1416 74%	1615 82% A	229 81%	438 76%	481 75%	797 81% EH	600 77%	440 76%	349 74%	1722 78% I	565 82% I	275 80%	120 77%
Somewhat important	773 20%	452 24% B	321 16%	51 18%	134 23% F	141 22%	167 17%	161 21%	117 20%	109 23% K	442 20%	118 17%	67 19%	37 23%
Somewhat unimportant	44 1%	25 1%	20 1%	0 -	0 0%	10 2% D	8 1%	11 1%	12 2% D	9 2% K	34 2% K	1 0%	0 0%	0 -
Very unimportant	28 1%	17 1%	12 1%	1 0%	1 0%	8 1%	6 1%	3 0%	9 2% D	4 1% K	22 1%	0 -	2 1%	0 -
Don't know/Refused	8 0%	3 0%	4 0%	0 -	0 -	0 -	0 0%	1 0%	4 1%	4 1% J	1 0%	3 0%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Important (Top2Box)	3803 98%	1868 98%	1936 98% H	279 100% H	572 100% EGH	622 97%	964 99% H	760 98% H	557 96%	458 96%	2164 97%	684 99% IJ	341 99%	156 100%
Unimportant (Low2Box)	73 2%	41 2%	31 2%	1 0%	1 0%	18 3% D	14 1%	14 2% D	21 4% DF	13 3% K	56 3% K	1 0%	2 1%	0 -

TALKING ABOUT CHARITIES

9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 2) Information on how charities use donations?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very important	3380 87%	1625 85%	1755 89% A	249 89%	496 87%	543 85%	860 88%	673 87%	508 87%	405 85%	1924 87%	608 88%	309 90%	134 86%
Somewhat important	437 11%	241 13% B	196 10%	31 11%	73 13%	87 14%	98 10%	89 11%	57 10%	55 12%	254 11%	70 10%	35 10%	23 14%
Somewhat unimportant	24 1%	18 1%	6 0%	0 0%	4 1%	3 0%	11 1%	1 0%	5 1%	7 1% J	12 1%	6 1%	0 -	0 -
Very unimportant	38 1%	28 1% B	11 1%	0 0%	1 0%	8 1%	6 1%	11 1%	12 2% DF	6 1%	29 1%	3 0%	0 -	0 -
Don't know/Refused	4 0	1 0	3 0	0 -	0 -	0 -	2 0	2 0	0 0	1 0	3 0	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Important (Top2Box)	3816 98%	1865 98%	1951 99% A	281 100%	569 99% H	629 98%	958 98%	761 98%	564 97%	460 97%	2178 98%	678 99%	344 100% I	156 100%
Unimportant (Low2Box)	63 2%	46 2% B	17 1%	0 0%	5 1%	11 2%	18 2%	12 2%	17 3% D	13 3% L	41 2%	9 1%	0 -	0 -

TALKING ABOUT CHARITIES

9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 3) Information about charities' fundraising costs?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very important	2831 73%	1401 73%	1430 73%	184 66%	368 64%	435 68%	734 75%	624 81%	448 77%	342 72%	1604 72%	527 77%	252 73%	107 68%
Somewhat important	924 24%	451 24%	473 24%	84 30% GH	184 32% FGH	183 29% FGH	212 22%	135 17%	111 19%	116 24%	542 24%	149 22%	79 23%	39 25%
Somewhat unimportant	85 2%	32 2%	53 3%	12 4% G	18 3% G	13 2%	20 2%	8 1%	15 3%	10 2%	43 2%	10 1%	11 3%	11 7% JK
Very unimportant	38 1%	26 1%	12 1%	0 -	4 1%	10 2%	10 1%	7 1%	7 1%	6 1%	28 1%	2 0%	2 1%	0 -
Don't know/Refused	5 0	2 0	3 0	0 -	0 -	0 -	2 0	1 0	2 0	1 0	4 0	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Important (Top2Box)	3755 97%	1852 97%	1903 97%	269 96%	552 96%	617 96%	946 97%	759 98%	559 96%	458 97%	2146 97%	676 98% M	330 96%	145 93%
Unimportant (Low2Box)	123 3%	58 3%	65 3%	12 4%	22 4%	23 4%	30 3%	15 2%	22 4%	16 3%	71 3%	11 2%	13 4%	11 7% K

TALKING ABOUT CHARITIES

9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 4) Information about the impact of charities' work on Canadians?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very important	2332 60%	1109 58%	1223 62% A	169 60%	319 56%	379 59%	627 64% DH	480 62% H	317 55%	283 60%	1305 59%	425 62%	214 62%	105 67%
Somewhat important	1390 36%	699 37%	691 35% A	104 37%	227 40% F	240 37%	312 32%	271 35%	224 39% F	163 34%	825 37%	239 35%	115 33%	48 31%
Somewhat unimportant	109 3%	75 4% B	34 2%	8 3%	26 4% G	16 2%	23 2%	13 2%	24 4% G	18 4%	56 3%	21 3%	12 3%	3 2%
Very unimportant	33 1%	22 1%	11 1%	0 0%	1 0%	5 1%	13 1%	5 1%	9 1% D	4 1% K	25 1%	0 0%	4 1%	0 -
Don't know/Refused	19 0%	7 0%	12 1%	0 -	1 0%	1 0%	2 0%	7 1%	8 1% EF	6 1% J	11 0%	2 0%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Important (Top2Box)	3722 96%	1808 95%	1914 97% A	273 97%	546 95%	619 97% H	939 96% H	750 97% H	542 93%	446 94%	2130 96%	664 97%	329 96%	154 98%
Unimportant (Low2Box)	142 4%	97 5% B	45 2%	8 3%	27 5%	21 3%	36 4%	18 2%	33 6% G	22 5%	81 4%	21 3%	15 4%	3 2%

TALKING ABOUT CHARITIES

10. GOOD JOB SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Information about the programs and services the charities deliver	1960 50%	895 47%	1065 54% A	142 51%	339 59% FGH	341 53%	487 50%	363 47%	271 47%	233 49%	1149 52%	349 51%	159 46%	70 45%
2) Information on how charities use donations	1118 29%	510 27%	608 31% A	91 32%	176 31%	185 29%	280 29%	221 28%	157 27%	134 28%	651 29%	196 29%	97 28%	40 25%
3) Information about charities' fundraising costs	995 26%	473 25%	522 26%	80 29%	172 30% G	163 25%	246 25%	171 22%	153 26%	124 26%	569 26%	171 25%	90 26%	42 27%
4) Information about the impact of charities' work on Canadians	1479 38%	671 35%	808 41% A	110 39%	248 43% FG	275 43% FG	343 35%	280 36%	212 36%	174 37%	871 39%	257 37%	122 36%	55 35%

TALKING ABOUT CHARITIES

10. POOR JOB SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Information about the programs and services the charities deliver	1882 48%	995 52% B	886 45%	138 49%	228 40%	292 46%	481 49% D	406 52% DE	301 52% D	234 49%	1046 47%	333 48%	184 54%	84 54%
2) Information on how charities use donations	2711 70%	1380 72% B	1331 68%	186 66%	391 68%	444 69%	686 70%	545 70%	415 71%	331 70%	1544 69%	479 70%	242 71%	114 73%
3) Information about charities' fundraising costs	2827 73%	1417 74%	1411 72%	197 70%	395 69%	464 72%	720 74%	591 76% D	420 72%	341 72%	1611 72%	507 74%	254 74%	115 73%
4) Information about the impact of charities' work on Canadians	2342 60%	1217 64% B	1126 57%	170 61%	317 55%	351 55%	628 64% DE	479 62% E	355 61%	292 61%	1311 59%	420 61%	217 63%	102 65%

TALKING ABOUT CHARITIES

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 1) Information about the programs and services the charities deliver?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Excellent	262 7%	124 6%	139 7%	35 12% FGH	56 10% FGH	48 7%	56 6%	40 5%	25 4%	36 8%	139 6%	40 6%	36 11%	11 7%
Good	1698 44%	772 40%	926 47% A	107 38% A	283 49% CGH	293 46%	431 44%	323 42%	245 42%	196 41%	1010 45% L	309 45%	122 36%	60 38%
Fair	1531 39%	790 41%	741 38%	133 47% D	199 35% D	247 39%	405 41% D	299 39%	225 39%	190 40%	835 38%	269 39%	161 47% J	76 48%
Poor	351 9%	206 11% B	145 7%	5 2%	29 5%	46 7% C	76 8% C	107 14% CDEF	76 13% CDEF	44 9%	211 9%	65 9%	24 7%	8 5%
Don't know/Refused	42 1%	22 1%	20 1%	0 0%	6 1%	7 1%	10 1%	6 1%	10 2%	7 2%	26 1%	5 1%	1 0%	2 2%
TOPBOX & LOWBOX SUMMARY														
Good (Top2Box)	1960 50%	895 47%	1065 54% A	142 51%	339 59% FGH	341 53%	487 50%	363 47%	271 47%	233 49%	1149 52%	349 51%	159 46%	70 45%
Poor (Low2Box)	1882 48%	995 52% B	886 45%	138 49%	228 40%	292 46%	481 49% D	406 52% DE	301 52% D	234 49%	1046 47%	333 48%	184 54%	84 54%

TALKING ABOUT CHARITIES

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 2) Information on how charities use donations?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Excellent	155 4%	74 4%	81 4%	14 5%	16 3%	23 4%	37 4%	30 4%	29 5%	19 4%	87 4%	15 2%	17 5%	16 10% K
Good	963 25%	436 23%	527 27% A	77 27%	159 28%	162 25%	243 25%	190 25%	128 22%	115 24%	563 25%	181 26%	80 23%	23 15%
Fair	1700 44%	836 44%	864 44%	110 39%	251 44%	287 45%	436 45%	329 42%	261 45%	217 46%	1000 45%	284 41%	139 40%	59 38%
Poor	1012 26%	544 28% B	467 24%	76 27%	140 24%	157 25%	250 26%	216 28%	154 26%	115 24%	544 24%	195 28%	103 30%	55 35%
Don't know/Refused	54 1%	22 1%	32 2%	3 1%	7 1%	11 2%	11 1%	10 1%	11 2%	8 2%	27 1%	12 2%	5 1%	2 2%
TOPBOX & LOWBOX SUMMARY														
Good (Top2Box)	1118 29%	510 27%	608 31% A	91 32%	176 31%	185 29%	280 29%	221 28%	157 27%	134 28%	651 29%	196 29%	97 28%	40 25%
Poor (Low2Box)	2711 70%	1380 72% B	1331 68%	186 66%	391 68%	444 69%	686 70%	545 70%	415 71%	331 70%	1544 69%	479 70%	242 71%	114 73%

TALKING ABOUT CHARITIES

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 3) Information about charities' fundraising costs?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Excellent	113 3%	65 3%	47 2%	8 3%	18 3%	15 2%	43 4% G	14 2%	12 2%	17 4%	55 2%	13 2%	17 5%	11 7%
Good	882 23%	407 21%	475 24%	72 26%	154 27% FG	147 23%	203 21%	157 20%	141 24%	106 22%	514 23%	158 23%	73 21%	31 20%
Fair	1577 41%	726 38%	851 43% A	121 43%	231 40%	282 44% G	404 41%	291 38%	221 38%	207 44%	904 41%	274 40%	128 37%	64 41%
Poor	1250 32%	691 36% B	559 28%	77 27%	163 28%	181 28%	316 32%	300 39% CDEF	198 34%	134 28%	706 32%	233 34%	126 37%	51 33%
Don't know/Refused	61 2%	23 1%	38 2%	3 1%	7 1%	14 2%	12 1%	13 2%	9 2%	10 2%	42 2%	10 1%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Good (Top2Box)	995 26%	473 25%	522 26%	80 29%	172 30% G	163 25%	246 25%	171 22%	153 26%	124 26%	569 26%	171 25%	90 26%	42 27%
Poor (Low2Box)	2827 73%	1417 74%	1411 72%	197 70%	395 69%	464 72%	720 74%	591 76% D	420 72%	341 72%	1611 72%	507 74%	254 74%	115 73%

TALKING ABOUT CHARITIES

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 4) Information about the impact of charities' work on Canadians?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Excellent	159 4%	77 4%	82 4%	17 6%	22 4%	30 5%	45 5%	26 3%	19 3%	25 5%	89 4%	21 3%	18 5%	6 4%
Good	1319 34%	594 31%	725 37%	94 33%	226 39%	246 38%	298 30%	254 33%	193 33%	150 32%	782 35%	236 34%	104 30%	49 31%
Fair	1759 45%	882 46%	877 44%	137 49%	250 44%	275 43%	477 49%	344 44%	248 43%	221 47%	994 45%	299 43%	182 53%	64 41%
Poor	583 15%	335 17%	249 13%	33 12%	66 12%	76 12%	151 15%	136 18%	107 18%	71 15%	318 14%	121 18%	35 10%	38 24%
Don't know/Refused	62 2%	25 1%	38 2%	0 0%	9 2%	14 2%	7 1%	16 2%	15 3%	8 2%	40 2%	10 2%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Good (Top2Box)	1479 38%	671 35%	808 41%	110 39%	248 43%	275 43%	343 35%	280 36%	212 36%	174 37%	871 39%	257 37%	122 36%	55 35%
Poor (Low2Box)	2342 60%	1217 64%	1126 57%	170 61%	317 55%	351 55%	628 64%	479 62%	355 61%	292 61%	1311 59%	420 61%	217 63%	102 65%

TALKING ABOUT CHARITIES

11. Thinking of your decisions about charitable donations, which of the following two statements best represents your view...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
I would like more information about the work charities do, even though it may require more money to be spent on communications	1914 49%	984 51%	930 47%	143 51%	276 48%	314 49%	496 51%	409 53%	256 44%	233 49%	1099 49%	350 51%	172 50%	59 38%
I am comfortable with the amount of information I have about the work charities do	1909 49%	893 47%	1016 52%	132 47%	285 50%	324 51%	474 49%	352 45%	309 53%	235 50%	1092 49%	324 47%	160 47%	98 62%
Don't know/Refused	61 2%	36 2%	25 1%	6 2%	13 2%	2 0%	8 1%	14 2%	17 3%	6 1%	30 1%	13 2%	11 3%	0 -

TALKING ABOUT CHARITIES

12. To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Yes	1216 31%	607 32%	610 31%	95 34%	175 30%	207 32%	317 32%	228 29%	173 30%	142 30%	666 30%	240 35%	117 34%	50 32%
No	2075 53%	1037 54%	1038 53%	157 56%	322 56%	345 54%	488 50%	421 54%	318 55%	271 57%	1237 56%	342 50%	169 49%	56 36%
Don't know/Refused	592 15%	269 14%	323 16%	29 10%	76 13%	88 14%	173 18%	126 16%	91 16%	61 13%	319 14%	105 15%	58 17%	50 32% IJK

TALKING ABOUT CHARITIES

13. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Organization or agency responsible for watching over the activities of charities														
Unweighted Base	1190	548	642	64	163	203	287	266	193	297	664	156	59	14
Weighted Base	1216	607	610	95*	175	207	317	228	173	142	666	240	117*	50**
Canada Customs & Revenue/Revenue Canada	98 8%	57 9%	41 7%	4 4%	11 6%	6 3%	28 9%	25 11%	20 12%	14 10%	58 9%	19 8%	7 6%	0 -
Government/ Federal, Provincial government	94 8%	50 8%	44 7%	2 2%	12 7%	12 6%	19 6%	29 13%	19 11%	6 4%	58 9%	20 8%	4 4%	6 12%
Specified charities	15 1%	6 1%	8 1%	0 -	5 3%	2 1%	5 2%	0 0%	1 1%	4 3%	7 1%	4 2%	0 -	0 -
The charity's directorate	9 1%	4 1%	5 1%	0 -	0 -	5 2%	1 0%	0 0%	3 2%	1 0%	2 0%	6 3%	0 -	0 -
Canadian Council of Charities/ Canadian Council of Christian Charities, CCCC	5 0%	4 1%	1 0%	0 -	0 -	1 0%	0 0%	2 1%	2 1%	0 -	5 1%	0 -	0 -	0 -
Consumer Affairs/ Consumer and Corporate Affairs	3 0%	2 0%	0 0%	0 -	0 -	0 -	2 1%	0 0%	0 0%	0 0%	2 0%	0 -	0 -	0 -
RCMP	2 0%	0 0%	2 0%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	0 0%	0 -	2 2%	0 -
Local police force	2 0%	1 0%	1 0%	0 -	1 1%	0 -	0 0%	0 -	0 0%	0 0%	1 0%	0 -	0 -	0 -
Better Business Bureau (BBB)	0 0	0 0	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 0	0 -	0 -	0 -
Other	67 6%	32 5%	35 6%	3 3%	8 5%	8 4%	16 5%	15 6%	14 8%	4 3%	37 6%	15 6%	11 10%	0 -
Don't know/Refused	921 76%	448 74%	473 78%	86 90%	138 79%	173 83%	244 77%	154 67%	113 65%	113 80%	494 74%	176 73%	93 79%	44 88%

TALKING ABOUT CHARITIES

14. Which of the following do you think should be responsible for watching over the activities of charities...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
The charity's board of directors	512 13%	208 11%	304 15% A	50 18%	69 12%	72 11%	117 12%	109 14%	82 14%	64 14%	281 13%	86 13%	40 12%	40 25% JKL
A government agency	843 22%	486 25% B	357 18%	74 26%	142 25% EF	121 19%	185 19%	172 22%	133 23%	93 20%	501 23%	148 22%	63 18%	38 24%
An independent organization or agency that is not part of either the government or the charity	2466 63%	1195 62%	1271 64%	153 54%	355 62%	440 69% CDGH	658 67% CH	482 62%	352 60%	308 65% M	1404 63%	440 64%	237 69% M	77 49%
None	19 0%	9 0%	10 1%	1 0%	1 0%	2 0%	3 0%	7 1%	5 1%	3 1%	15 1%	1 0%	0 -	0 -
Don't know/Refused	44 1%	15 1%	29 1%	3 1%	6 1%	5 1%	15 2%	4 1%	11 2%	6 1%	21 1%	11 2%	4 1%	2 2%

TALKING ABOUT CHARITIES

14A. AGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) More attention should be paid to the way charities spend their money	3649 94%	1789 94%	1860 94%	266 95%	537 94%	588 92%	913 93%	738 95%	559 96%	437 92%	2077 93%	663 96%	329 96%	143 91%
2) More attention should be paid to the way charities raise money	3392 87%	1696 89%	1696 86%	234 83%	495 86%	560 88%	859 88%	666 86%	528 91%	406 86%	1926 87%	617 90%	306 89%	137 87%
3) More attention should be paid to the amount of money charities spend on program activities	3526 91%	1751 92%	1775 90%	260 93%	522 91%	581 91%	890 91%	712 92%	516 89%	424 89%	2004 90%	637 93%	310 90%	151 97%
4) More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising	3408 88%	1678 88%	1730 88%	245 87%	483 84%	564 88%	863 88%	695 90%	509 87%	407 86%	1945 88%	624 91%	303 88%	128 82%

TALKING ABOUT CHARITIES

14A. DISAGREE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) More attention should be paid to the way charities spend their money	213 5%	115 6%	98 5%	15 5%	35 6%	43 7%	62 6%	36 5%	18 3%	33 7%	132 6%	20 3%	14 4%	14 9%
					H	H	H			K	K			
2) More attention should be paid to the way charities raise money	457 12%	202 11%	255 13%	44 16%	76 13%	70 11%	114 12%	105 14%	46 8%	63 13%	277 12%	60 9%	37 11%	20 13%
				H	H			H		K				
3) More attention should be paid to the amount of money charities spend on program activities	314 8%	140 7%	173 9%	21 7%	50 9%	53 8%	81 8%	56 7%	45 8%	42 9%	194 9%	42 6%	30 9%	5 3%
4) More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising	448 12%	222 12%	227 11%	35 13%	88 15%	68 11%	111 11%	77 10%	64 11%	62 13%	263 12%	57 8%	37 11%	29 18%
					G					K				

TALKING ABOUT CHARITIES

14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 1) More attention should be paid to the way charities spend their money?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	2409 62%	1205 63%	1204 61%	152 54%	344 60%	373 58%	623 64%	496 64%	382 66%	301 63%	1342 60%	447 65%	227 66%	93 59%
Somewhat agree	1240 32%	584 31%	656 33%	114 40% FH	193 34%	215 34%	289 30%	242 31%	176 30%	135 29%	735 33% I	216 31%	102 30%	50 32%
Somewhat disagree	163 4%	83 4%	79 4%	12 4%	28 5% H	28 4%	54 6% H	26 3%	12 2%	29 6% K	95 4%	16 2%	14 4%	9 6%
Strongly disagree	50 1%	32 2%	18 1%	3 1%	7 1%	15 2% F	8 1%	10 1%	6 1%	5 1%	37 2%	4 1%	1 0%	4 3%
Don't know/Refused	22 1%	8 0%	13 1%	0 -	2 0%	9 1% G	4 0%	1 0%	6 1%	5 1%	13 1%	4 1%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3649 94%	1789 94%	1860 94%	266 95%	537 94%	588 92%	913 93%	738 95% E	559 96% E	437 92%	2077 93%	663 96% IJ	329 96%	143 91%
Disagree (Low2Box)	213 5%	115 6%	98 5%	15 5%	35 6% H	43 7% H	62 6% H	36 5%	18 3%	33 7% K	132 6% K	20 3%	14 4%	14 9%

TALKING ABOUT CHARITIES

14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 2) More attention should be paid to the way charities raise money?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	1643 42%	823 43%	819 42%	95 34%	203 35%	253 39%	437 45%	349 45%	284 49%	223 47%	924 42%	313 46%	153 45%	30 19%
Somewhat agree	1750 45%	873 46%	876 44%	138 49%	292 51%	308 48%	421 43%	317 41%	243 42%	183 39%	1003 45%	304 44%	153 44%	107 68%
Somewhat disagree	359 9%	169 9%	190 10%	36 13%	61 11%	54 8%	90 9%	82 11%	35 6%	50 11%	217 10%	47 7%	26 7%	19 12%
Strongly disagree	98 3%	33 2%	65 3%	8 3%	14 3%	16 2%	24 2%	23 3%	11 2%	13 3%	59 3%	13 2%	12 3%	1 1%
Don't know/Refused	34 1%	14 1%	20 1%	2 1%	4 1%	10 2%	5 1%	4 0%	9 2%	5 1%	18 1%	10 2%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3392 87%	1696 89%	1696 86%	234 83%	495 86%	560 88%	859 88%	666 86%	528 91%	406 86%	1926 87%	617 90%	306 89%	137 87%
Disagree (Low2Box)	457 12%	202 11%	255 13%	44 16%	76 13%	70 11%	114 12%	105 14%	46 8%	63 13%	277 12%	60 9%	37 11%	20 13%

TALKING ABOUT CHARITIES

14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 3) More attention should be paid to the amount of money charities spend on program activities?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	1843 47%	905 47%	938 48%	114 41%	232 40%	282 44%	487 50%	397 51%	311 53%	244 51%	1050 47%	318 46%	171 50%	60 38%
Somewhat agree	1683 43%	846 44%	837 42%	146 52% FGH	290 51% FGH	298 47% H	403 41%	315 41%	205 35%	180 38%	954 43% I	319 46% I	139 40%	91 58% I
Somewhat disagree	258 7%	112 6%	145 7%	21 7%	46 8% G	44 7%	71 7% G	32 4%	37 6%	35 7% K	160 7% K	27 4%	29 9%	5 3%
Strongly disagree	56 1%	28 1%	28 1%	0 0%	4 1%	9 1%	11 1%	24 3% DF	8 1%	7 1%	34 2%	15 2%	1 0%	0 -
Don't know/Refused	44 1%	21 1%	23 1%	0 -	2 0%	7 1%	6 1%	7 1%	22 4% CDEFG	8 2%	23 1%	8 1%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3526 91%	1751 92%	1775 90%	260 93%	522 91%	581 91%	890 91%	712 92%	516 89%	424 89%	2004 90%	637 93%	310 90%	151 97%
Disagree (Low2Box)	314 8%	140 7%	173 9%	21 7%	50 9%	53 8%	81 8%	56 7%	45 8%	42 9%	194 9%	42 6%	30 9%	5 3%

TALKING ABOUT CHARITIES

14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 4) More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	2167 56%	1072 56%	1095 56%	118 42%	251 44%	320 50%	588 60%	490 63%	372 64%	278 59%	1221 55%	414 60%	198 58%	56 36%
Somewhat agree	1241 32%	606 32%	635 32%	128 46% FGH	232 41% FGH	244 38% FGH	275 28%	205 26%	136 23%	129 27%	724 33% I	211 31%	105 30%	72 46% I
Somewhat disagree	280 7%	126 7%	154 8%	23 8%	63 11% GH	47 7%	74 8%	41 5%	29 5%	35 7%	167 8%	40 6%	24 7%	13 9%
Strongly disagree	168 4%	95 5%	73 4%	12 4%	25 4%	21 3%	37 4%	36 5%	35 6%	27 6% E	96 4% K	17 3%	12 4%	15 10% K
Don't know/Refused	28 1%	13 1%	15 1%	0 0%	3 1%	8 1%	4 0%	3 0%	9 2% F	5 1%	13 1%	6 1%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3408 88%	1678 88%	1730 88%	245 87%	483 84%	564 88%	863 88%	695 90% D	509 87%	407 86%	1945 88%	624 91% I	303 88%	128 82%
Disagree (Low2Box)	448 12%	222 12%	227 11%	35 13%	88 15% G	68 11%	111 11%	77 10%	64 11%	62 13% K	263 12%	57 8%	37 11%	29 18%

TALKING ABOUT CHARITIES

15A. Please rate your level of agreement with the following statement. On each fundraising request, charities should be required to disclose how donors' contributions are spent?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	2644 68%	1252 65%	1392 71% A	158 56%	357 62%	432 67% C	667 68% C	577 74% CDEF	412 71% CD	333 70%	1494 67%	499 73% L	213 62%	105 67%
Somewhat agree	1000 26%	530 28% B	471 24%	93 33% GH	175 31% GH	180 28% G	266 27% G	146 19%	129 22%	108 23%	581 26%	157 23%	106 31%	49 31%
Somewhat disagree	154 4%	89 5%	65 3%	21 8% EF	31 5%	18 3%	28 3%	29 4%	24 4%	22 5%	85 4%	22 3%	22 6%	3 2%
Strongly disagree	68 2%	35 2%	33 2%	4 1%	8 1%	10 1%	14 1%	19 2%	13 2%	10 2%	51 2%	7 1%	0 -	0 -
Don't know/Refused	18 0%	7 0%	11 1%	4 1%	2 0%	1 0%	2 0%	5 1%	4 1%	2 0%	10 0%	2 0%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3644 94%	1782 93%	1862 94%	252 90%	532 93%	612 96% C	933 95% C	722 93%	541 93%	441 93%	2075 93%	655 95%	318 93%	153 98%
Disagree (Low2Box)	221 6%	124 6%	98 5%	25 9% F	39 7%	28 4%	43 4%	48 6%	37 6%	31 7%	136 6%	30 4%	22 6%	3 2%

TALKING ABOUT CHARITIES

15B. Which of the following two statements do you most agree with...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
There should be a legal limit set on the amount of money charities can spend on fundraising	2022 52%	981 51%	1041 53%	95 34%	236 41%	292 46%	541 55%	437 56%	384 66%	253 53%	1138 51%	369 54%	183 53%	79 50%
Charities should decide for themselves how much money is reasonable to spend on fundraising	1810 47%	909 48%	901 46%	185 66%	335 58%	346 54%	425 43%	320 41%	184 32%	210 44%	1054 47%	310 45%	158 46%	78 50%
Don't know/Refused	52 1%	22 1%	29 1%	1 0%	3 0%	3 0%	12 1%	18 2%	14 2%	11 2%	30 1%	8 1%	3 1%	0 -

TALKING ABOUT CHARITIES

16. AGREE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Charities are generally honest about the way they use donations	2964 76%	1450 76%	1514 77%	215 77%	429 75%	494 77%	774 79%	604 78%	420 72%	350 74%	1688 76%	560 81%	261 76%	104 67%
2) Too many charities are trying to get donations for the same cause	2784 72%	1434 75%	1350 68%	181 64%	398 69%	455 71%	695 71%	571 74%	443 76%	342 72%	1595 72%	496 72%	238 69%	114 73%
3) It takes significant effort for charities to raise the money they need to support their cause	3598 93%	1766 92%	1832 93%	259 92%	527 92%	608 95%	926 95%	707 91%	524 90%	435 92%	2049 92%	644 94%	327 95%	144 92%
4) Charities only ask for money when they really need it	1607 41%	801 42%	806 41%	123 44%	232 40%	243 38%	403 41%	331 43%	253 44%	214 45%	924 42%	277 40%	136 40%	56 36%
5) Charities spend too much money on fundraising	2259 58%	1123 59%	1136 58%	132 47%	288 50%	328 51%	581 59%	474 61%	415 71%	282 60%	1263 57%	404 59%	207 60%	102 65%

TALKING ABOUT CHARITIES

16. DISAGREE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Charities are generally honest about the way they use donations	839 22%	428 22%	411 21%	55 20%	138 24%	136 21%	187 19%	154 20%	147 25%	113 24%	489 22%	124 18%	76 22%	37 24%
2) Too many charities are trying to get donations for the same cause	1013 26%	438 23%	576 29%	96 34%	169 29%	171 27%	272 28%	188 24%	108 19%	118 25%	583 26%	187 27%	87 25%	39 25%
3) It takes significant effort for charities to raise the money they need to support their cause	249 6%	126 7%	123 6%	20 7%	42 7%	26 4%	46 5%	63 8%	47 8%	32 7%	148 7%	40 6%	16 5%	13 8%
4) Charities only ask for money when they really need it	2217 57%	1090 57%	1128 57%	152 54%	335 58%	391 61%	566 58%	433 56%	316 54%	252 53%	1271 57%	399 58%	200 58%	96 61%
5) Charities spend too much money on fundraising	1399 36%	688 36%	710 36%	133 47%	265 46%	286 45%	348 36%	230 30%	127 22%	158 33%	828 37%	253 37%	113 33%	47 30%

TALKING ABOUT CHARITIES

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 1)
Charities are generally honest about the way they use donations?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	714 18%	372 19%	343 17%	49 18%	115 20%	118 18%	181 19%	146 19%	97 17%	87 18%	404 18%	124 18%	77 22%	23 14%
Somewhat agree	2249 58%	1078 56%	1171 59%	166 59%	314 55%	376 59%	593 61%	458 59%	323 55%	264 56%	1284 58%	436 63%	184 54%	82 52%
Somewhat disagree	579 15%	291 15%	288 15%	45 16%	118 21% FGH	100 16%	123 13%	105 13%	74 13%	71 15%	333 15%	86 13%	60 17%	29 19%
Strongly disagree	261 7%	137 7%	123 6%	10 4%	20 3%	37 6%	64 7% D	50 6%	73 12% CDEFG	42 9% K	156 7%	38 6%	16 5%	8 5%
Don't know/Refused	80 2%	35 2%	46 2%	11 4%	7 1%	10 2%	16 2%	17 2%	16 3%	11 2% K	44 2%	3 1%	7 2%	15 9% IJK
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2964 76%	1450 76%	1514 77%	215 77%	429 75%	494 77%	774 79% H	604 78% H	420 72%	350 74%	1688 76%	560 81% IJM	261 76%	104 67%
Disagree (Low2Box)	839 22%	428 22%	411 21%	55 20%	138 24%	136 21%	187 19%	154 20%	147 25% F	113 24% K	489 22%	124 18%	76 22%	37 24%

TALKING ABOUT CHARITIES

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 2) Too many charities are trying to get donations for the same cause?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	1343 35%	667 35%	676 34%	79 28%	187 33%	185 29%	314 32%	284 37%	268 46%	185 39%	749 34%	246 36%	112 32%	52 33%
Somewhat agree	1441 37%	767 40%	674 34%	102 36%	211 37%	270 42%	381 39%	286 37%	176 30%	157 33%	846 38%	250 36%	126 37%	62 40%
Somewhat disagree	761 20%	314 16%	448 23%	60 21%	125 22%	127 20%	210 21%	156 20%	79 13%	82 17%	443 20%	145 21%	64 19%	28 18%
Strongly disagree	252 6%	124 6%	128 6%	36 13%	44 8%	45 7%	62 6%	32 4%	29 5%	36 8%	140 6%	42 6%	23 7%	12 8%
Don't know/Refused	86 2%	40 2%	45 2%	4 2%	7 1%	14 2%	10 1%	17 2%	31 5%	15 3%	44 2%	5 1%	19 6%	3 2%
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2784 72%	1434 75%	1350 68%	181 64%	398 69%	455 71%	695 71%	571 74%	443 76%	342 72%	1595 72%	496 72%	238 69%	114 73%
Disagree (Low2Box)	1013 26%	438 23%	576 29%	96 34%	169 29%	171 27%	272 28%	188 24%	108 19%	118 25%	583 26%	187 27%	87 25%	39 25%

TALKING ABOUT CHARITIES

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 3) It takes significant effort for charities to raise the money they need to support their cause?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	2010 52%	963 50%	1047 53%	121 43%	301 52%	355 55%	531 54%	413 53%	265 46%	237 50%	1153 52%	348 51%	198 58%	75 48%
Somewhat agree	1588 41%	803 42%	785 40%	138 49%	226 39%	253 40%	394 40%	294 38%	259 44%	198 42%	896 40%	296 43%	130 38%	69 44%
Somewhat disagree	172 4%	89 5%	83 4%	14 5%	34 6%	20 3%	33 3%	41 5%	27 5%	20 4%	100 4%	31 5%	13 4%	9 6%
Strongly disagree	77 2%	37 2%	40 2%	6 2%	8 1%	5 1%	13 1%	22 3%	20 3%	12 3%	48 2%	9 1%	3 1%	4 3%
Don't know/Refused	36 1%	20 1%	16 1%	1 0%	4 1%	6 1%	6 1%	5 1%	11 2%	7 2%	25 1%	3 0%	1 0%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3598 93%	1766 92%	1832 93%	259 92%	527 92%	608 95%	926 95%	707 91%	524 90%	435 92%	2049 92%	644 94%	327 95%	144 92%
Disagree (Low2Box)	249 6%	126 7%	123 6%	20 7%	42 7%	26 4%	46 5%	63 8%	47 8%	32 7%	148 7%	40 6%	16 5%	13 8%

TALKING ABOUT CHARITIES

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 4)
Charities only ask for money when they really need it?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	578 15%	299 16%	279 14%	48 17%	69 12%	97 15%	138 14%	112 14%	106 18%	86 18%	326 15%	89 13%	38 11%	40 25%
Somewhat agree	1029 26%	502 26%	527 27%	75 27%	163 28%	146 23%	265 27%	219 28%	147 25%	128 27%	598 27%	188 27%	98 29%	17 11%
Somewhat disagree	1239 32%	590 31%	649 33%	94 34%	189 33%	224 35%	317 32%	226 29%	174 30%	143 30%	744 34%	196 29%	94 27%	61 39%
Strongly disagree	979 25%	500 26%	479 24%	58 21%	146 25%	167 26%	249 25%	207 27%	142 24%	108 23%	527 24%	203 29%	106 31%	35 22%
Don't know/Refused	59 2%	22 1%	37 2%	5 2%	6 1%	6 1%	9 1%	11 1%	13 2%	9 2%	26 1%	11 2%	8 2%	4 3%
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	1607 41%	801 42%	806 41%	123 44%	232 40%	243 38%	403 41%	331 43%	253 44%	214 45%	924 42%	277 40%	136 40%	56 36%
Disagree (Low2Box)	2217 57%	1090 57%	1128 57%	152 54%	335 58%	391 61%	566 58%	433 56%	316 54%	252 53%	1271 57%	399 58%	200 58%	96 61%

TALKING ABOUT CHARITIES

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 5)
Charities spend too much money on fundraising?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	592 15%	314 16%	278 14%	48 17% D	50 9%	66 10%	139 14% D	118 15% DE	155 27% CDEFG	88 18% JK	312 14%	84 12%	63 18% JK	45 29% JK
Somewhat agree	1667 43%	809 42%	858 44%	84 30% D	238 42% C	262 41% C	442 45% C	357 46% C	260 45% C	195 41%	951 43%	320 47%	144 42%	57 37%
Somewhat disagree	1118 29%	551 29%	567 29%	110 39% FGH	216 38% FGH	232 36% FGH	270 28% H	183 24% H	98 17%	124 26%	668 30%	200 29%	90 26%	37 24%
Strongly disagree	281 7%	138 7%	143 7%	23 8%	49 9%	54 8%	78 8%	47 6%	30 5%	34 7%	160 7%	53 8%	23 7%	10 6%
Don't know/Refused	226 6%	101 5%	125 6%	16 6%	20 4%	25 4%	49 5%	71 9% DEF	40 7% D	34 7%	131 6%	30 4%	24 7%	7 5%
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2259 58%	1123 59%	1136 58%	132 47%	288 50%	328 51%	581 59% CDE	474 61% CDE	415 71% CDEFG	282 60%	1263 57%	404 59%	207 60%	102 65%
Disagree (Low2Box)	1399 36%	688 36%	710 36%	133 47% FGH	265 46% FGH	286 45% FGH	348 36% GH	230 30% H	127 22%	158 33%	828 37%	253 37%	113 33%	47 30%

TALKING ABOUT CHARITIES

17A. Charities may hire professionals to help them raise money. As payment for this service, some professionals get a percentage of the money they raise. Regardless of the percentage they would receive, would you say this is a acceptable/unacceptable way for charities to raise money?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very acceptable	174 4%	101 5%	73 4%	20 7%	25 4%	38 6%	44 4%	25 3%	21 4%	22 5%	106 5%	29 4%	8 2%	9 6%
Somewhat acceptable	1202 31%	620 32%	582 30%	115 41%	237 41%	207 32%	264 27%	218 28%	148 25%	137 29%	668 30%	226 33%	120 35%	51 32%
Somewhat unacceptable	1234 32%	570 30%	664 34%	92 33%	191 33%	203 32%	329 34%	229 30%	168 29%	136 29%	741 33%	205 30%	92 27%	60 39%
Very unacceptable	1248 32%	608 32%	639 32%	49 17%	116 20%	187 29%	338 35%	299 39%	241 41%	173 37%	697 31%	228 33%	116 34%	34 22%
Don't know/Refused	26 1%	13 1%	13 1%	5 2%	5 1%	5 1%	3 0%	4 1%	4 1%	7 1%	9 0%	1 0%	7 2%	3 2%
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	1375 35%	721 38%	654 33%	136 48%	262 46%	245 38%	308 32%	243 31%	169 29%	159 33%	775 35%	254 37%	128 37%	60 38%
Unacceptable (Low2Box)	2482 64%	1178 62%	1303 66%	140 50%	307 54%	390 61%	667 68%	527 68%	409 70%	309 65%	1437 65%	433 63%	208 61%	94 60%

TALKING ABOUT CHARITIES

17B. Of the money that is raised for charities, what is the maximum percentage that you think a professional fundraiser should get as payment for services?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Acceptable way for charities to raise money														
Unweighted Base	1351	655	696	93	246	254	308	253	188	341	752	173	64	21
Weighted Base	1375	721	654	136*	262	245	308	243	169	159	775	254	128*	60**
None	36 3%	18 3%	17 3%	11 8% DF	2 1%	9 4%	5 1%	6 2%	3 2%	3 2%	15 2%	3 1%	4 3%	10 17%
1%-10%	789 57%	432 60%	357 55%	67 50%	158 60%	140 57%	188 61%	143 59%	89 53%	77 49%	477 62% I	134 53%	80 62%	21 35%
11%-20%	185 13%	110 15%	75 11%	16 12%	36 14%	43 18% F	31 10%	37 15%	22 13%	24 15%	113 15%	37 15%	7 6%	3 4%
21%-30%	70 5%	33 5%	37 6%	5 3%	16 6%	13 5%	19 6%	12 5%	6 4%	7 4%	43 6%	12 5%	2 1%	7 12%
31%-40%	23 2%	11 2%	12 2%	6 4%	4 2%	3 1%	4 1%	2 1%	4 2%	5 3% K	10 1%	1 0%	1 1%	7 13%
41%-50%	26 2%	15 2%	11 2%	14 10% DEFGH	4 2%	1 0%	2 1%	4 2%	1 1%	3 2%	11 1%	4 1%	3 2%	5 8%
51%-60%	9 1%	5 1%	4 1%	0 -	5 2%	1 0%	2 1%	1 1%	0 -	2 1%	6 1%	1 1%	0 -	0 -
61%-70%	7 0%	3 0%	4 1%	0 -	3 1%	2 1%	2 1%	0 0%	0 -	0 0%	4 1%	2 1%	0 -	0 -
71%-80%	6 0%	2 0%	4 1%	2 1%	1 0%	1 0%	1 0%	2 1%	0 -	1 0%	3 0%	1 1%	1 0%	0 -
81%-90%	1 0%	1 0%	1 0%	0 -	0 -	0 -	0 -	1 0%	1 0%	1 1% J	0 -	0 -	0 -	0 -
91%-100%	2 0%	1 0%	2 0%	0 -	0 -	1 1%	0 0%	1 0%	0 -	2 1% J	0 0%	0 -	0 -	0 -
Don't know/Refused	220 16%	90 13%	130 20% A	15 11%	34 13%	31 13%	54 17%	35 14%	43 26% CDEG	33 21% J	91 12%	58 23% J	31 24% J	7 12%
STATISTICS														
Mean (Incl 0)	12.33	11.85	12.92	15.69	13.12	11.84	11.08	11.97	11.83	15.86 JL	11.82	11.98	9.73	16.81
Median	9.2	8.34	9.23	7.97	8.55	8.41	7.93	8.36	8.13	8.8	8.4	9.15	7.28	8.27
Standard Deviation	13.69	12.67	14.82	17.7	13.7	13.42	12.78	13.91	10.65	19.06	12.49	13.42	10.3	17.49
Standard Error	0.41	0.53	0.63	1.95	0.94	0.9	0.8	0.95	0.89	1.15	0.49	1.15	1.46	4.01
Mean (Excl 0)	12.73	12.2	13.36	17.31 F	13.23	12.35	11.28	12.33	12.14	16.25 JKL	12.09	12.18	10.16	20.78
Median	9	8	9	9	9	9	9	8	8	9	8	9	7	12

TALKING ABOUT CHARITIES

17B. Of the money that is raised for charities, what is the maximum percentage that you think a professional fundraiser should get as payment for services?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Standard Deviation	13.73	12.69	14.87	17.82	13.7	13.48	12.8	13.96	10.61	19.12	12.5	13.44	10.32	17.19
Standard Error	0.41	0.53	0.64	2.03	0.95	0.91	0.82	0.97	0.9	1.16	0.5	1.16	1.49	4.17

TALKING ABOUT CHARITIES

18. Do you think that Individuals or organizations who are hired to make the fundraising requests should be required to indicate if they are receiving a percentage of donations raised all of the time, only when asked, or not at all?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
All of the time	2891 74%	1445 76%	1445 73%	165 59%	388 68%	454 71%	764 78%	636 82%	444 76%	343 72%	1679 76%	506 74%	258 75%	104 66%
Only when asked	684 18%	319 17%	365 19%	87 31% EFGH	136 24% FGH	129 20% GH	152 16% G	86 11%	86 15%	84 18%	384 17%	127 19%	58 17%	31 20%
Not at all	275 7%	141 7%	135 7%	29 10%	48 8%	55 9%	57 6%	45 6%	39 7%	43 9% J	138 6%	50 7%	23 7%	22 14%
Don't know/Refused	33 1%	7 0%	26 1% A	0 -	2 0%	2 0%	5 1%	9 1%	13 2% DEF	4 1%	20 1%	5 1%	4 1%	0 -

TALKING ABOUT CHARITIES

19. Please tell me if you agree with the following statement. Charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	1907 49%	963 50%	944 48%	145 52%	305 53%	330 51%	476 49%	382 49%	248 43%	224 47%	1074 48%	371 54%	156 45%	83 53%
Somewhat agree	1317 34%	649 34%	668 34%	93 33%	183 32%	216 34%	336 34%	257 33%	224 39%	149 31%	776 35%	208 30%	140 41%	43 28%
Somewhat disagree	382 10%	173 9%	209 11%	18 6%	59 10%	47 7%	107 11%	83 11%	58 10%	56 12%	227 10%	72 11%	21 6%	6 4%
Strongly disagree	271 7%	126 7%	144 7%	24 9%	25 4%	45 7%	59 6%	51 7%	49 8%	43 9%	141 6%	36 5%	27 8%	24 15%
Don't know/Refused	7 0%	1 0%	6 0%	0 -	1 0%	2 0%	0 -	2 0%	2 0%	2 1%	4 0%	0 -	1 0%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3224 83%	1612 84%	1612 82%	238 85%	489 85%	546 85%	812 83%	639 82%	473 81%	373 79%	1850 83%	579 84%	296 86%	126 81%
Disagree (Low2Box)	653 17%	299 16%	353 18%	42 15%	84 15%	93 14%	166 17%	134 17%	107 18%	99 21%	368 17%	108 16%	47 14%	30 19%

TALKING ABOUT CHARITIES

20. AGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Running a business is a good way to raise money that charities aren't able to get through donations and grants	3330 86%	1647 86%	1683 85%	249 89% H	514 90% H	561 88% H	842 86% H	665 86% H	457 78%	381 80%	1912 86% I	593 86% I	298 87%	146 93% I
2) When a charity runs a business, a significant worry is that money could get lost on the business instead of being used to help Canadians	2856 74%	1406 74%	1450 74%	224 80% FH	442 77% FH	479 75% H	691 71%	589 76% H	391 67%	319 67%	1613 73% I	538 78% IJ	260 76%	125 80%
3) When charities run businesses, it takes too much time away from their core cause	2020 52%	1005 53%	1015 51%	152 54%	311 54%	311 49%	532 54%	391 50%	290 50%	257 54% J	1092 49%	388 56% J	196 57%	86 55%

TALKING ABOUT CHARITIES

20. DISAGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) Running a business is a good way to raise money that charities aren't able to get through donations and grants	477 12%	238 12%	239 12%	28 10%	55 10%	67 11%	112 11%	96 12%	109 19% CDEFG	80 17% JLM	272 12%	85 12%	34 10%	6 4%
2) When a charity runs a business, a significant worry is that money could get lost on the business instead of being used to help Canadians	945 24%	469 25%	476 24%	49 18%	129 22%	150 23%	267 27% CG	169 22%	169 29% CDG	143 30% JKL	570 26% K	132 19%	69 20%	31 20%
3) When charities run businesses, it takes too much time away from their core cause	1740 45%	863 45%	877 44%	124 44%	252 44%	313 49%	422 43%	350 45%	258 44%	199 42%	1060 48% IK	285 42%	138 40%	57 36%

TALKING ABOUT CHARITIES

20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 1) Running a business is a good way to raise money that charities aren't able to get through donations and grants?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	1344 35%	718 38% B	627 32%	99 35%	201 35%	238 37%	327 33%	262 34%	208 36%	157 33%	752 34%	248 36%	131 38%	56 36%
Somewhat agree	1986 51%	930 49%	1056 54% A	150 53% H	313 55% H	323 50% H	516 53% H	403 52% H	249 43%	224 47%	1160 52% I	345 50%	167 49%	90 58%
Somewhat disagree	289 7%	139 7%	150 8%	19 7%	35 6%	45 7%	69 7%	59 8%	59 10% D	43 9%	172 8%	45 7%	24 7%	6 4%
Strongly disagree	187 5%	98 5%	89 5%	9 3%	20 3%	22 3%	43 4%	37 5%	51 9% DEFG	37 8% JLM	100 5%	40 6%	10 3%	0 -
Don't know/Refused	77 2%	28 1%	49 2%	4 1%	5 1%	12 2%	24 2%	14 2%	16 3%	14 3%	38 2%	9 1%	11 3%	5 3%
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3330 86%	1647 86%	1683 85%	249 89% H	514 90% H	561 88% H	842 86% H	665 86% H	457 78%	381 80%	1912 86% I	593 86% I	298 87%	146 93% I
Disagree (Low2Box)	477 12%	238 12%	239 12%	28 10%	55 10%	67 11%	112 11%	96 12%	109 19% CDEFG	80 17% JLM	272 12%	85 12%	34 10%	6 4%

TALKING ABOUT CHARITIES

20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 2) When a charity runs a business, a significant worry is that money could get lost on the business instead of being used to help Canadians?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	1030 27%	502 26%	528 27%	74 26%	147 26%	157 25%	259 26%	231 30%	147 25%	119 25%	562 25%	199 29%	91 26%	58 37%
Somewhat agree	1827 47%	904 47%	922 47%	150 53% H	295 51% FH	322 50% H	432 44%	358 46%	244 42%	200 42%	1051 47% I	340 49% I	169 49%	67 43%
Somewhat disagree	679 17%	329 17%	351 18%	39 14%	105 18%	113 18%	184 19%	123 16%	103 18%	96 20% K	402 18%	103 15%	54 16%	24 15%
Strongly disagree	266 7%	141 7%	125 6%	10 4%	24 4%	37 6%	82 8% D	46 6%	66 11% CDEG	48 10% JKL	168 8% K	29 4%	15 4%	7 5%
Don't know/Refused	82 2%	37 2%	45 2%	7 3%	3 1%	11 2%	21 2%	18 2%	22 4% D	12 2%	39 2%	17 2%	14 4%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2856 74%	1406 74%	1450 74%	224 80% FH	442 77% FH	479 75% H	691 71%	589 76% H	391 67%	319 67%	1613 73% I	538 78% IJ	260 76%	125 80%
Disagree (Low2Box)	945 24%	469 25%	476 24%	49 18%	129 22%	150 23%	267 27% CG	169 22%	169 29% CDG	143 30% JKL	570 26% K	132 19%	69 20%	31 20%

TALKING ABOUT CHARITIES

20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 3) When charities run businesses, it takes too much time away from their core cause?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Strongly agree	474 12%	242 13%	232 12%	26 9%	44 8%	69 11%	156 16% DEG	90 12%	76 13%	76 16% J	247 11%	82 12%	53 15%	16 10%
Somewhat agree	1546 40%	763 40%	783 40%	125 45%	267 47% EFGH	242 38%	376 38%	302 39%	214 37%	181 38%	845 38%	306 45% J	143 42%	70 45%
Somewhat disagree	1294 33%	638 33%	656 33%	97 35%	197 34% H	240 37% H	320 33%	265 34% H	161 28%	136 29% I	782 35% I	225 33%	103 30%	48 31%
Strongly disagree	446 11%	225 12%	221 11%	27 9%	55 10%	74 12%	102 10%	85 11%	97 17% DEFG	63 13% K	278 13%	60 9%	36 10%	9 6%
Don't know/Refused	124 3%	44 2%	80 4% A	5 2%	10 2%	16 3%	24 2%	34 4% D	34 6% DEF	18 4%	69 3%	14 2%	9 3%	14 9% K
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2020 52%	1005 53%	1015 51%	152 54%	311 54%	311 49%	532 54%	391 50%	290 50%	257 54% J	1092 49%	388 56% J	196 57%	86 55%
Disagree (Low2Box)	1740 45%	863 45%	877 44%	124 44%	252 44%	313 49%	422 43%	350 45%	258 44%	199 42%	1060 48% IK	285 42%	138 40%	57 36%

TALKING ABOUT CHARITIES

21. Which of the following two points of view comes closest to your own?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
If a charity makes some of its money from a business, they should have to pay taxes like any other business	1106 28%	568 30%	538 27%	94 34%	165 29%	190 30%	261 27%	210 27%	166 29%	141 30%	639 29%	191 28%	83 24%	52 33%
Charities shouldn't have to pay tax on earnings from a business if it is used to support their cause	2736 70%	1325 69%	1410 72%	185 66%	408 71%	443 69%	712 73%	555 72%	403 69%	327 69%	1557 70%	491 71%	260 76%	100 64%
Don't know/Refused	42 1%	19 1%	23 1%	1 0%	0 0%	8 1%	5 1%	11 1%	13 2%	5 1%	26 1%	5 1%	1 0%	4 3%

TALKING ABOUT CHARITIES

23. LIKELY SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) On a charity's website	2400 62%	1199 63%	1201 61%	214 76% FGH	436 76% FGH	456 71% FGH	608 62% GH	427 55% H	229 39%	256 54%	1387 62% I	447 65% I	198 58%	111 71% I
2) On a website of someone who regulates charities	2062 53%	1066 56% B	996 51%	167 60% H	340 59% GH	399 62% FGH	520 53% H	395 51% H	215 37%	229 48%	1183 53% I	380 55% I	173 50%	97 62%
3) By looking at a charity's financial statements	1904 49%	978 51% B	925 47%	149 53%	251 44%	311 49%	450 46%	404 52% DF	307 53% DF	249 53% L	1089 49%	352 51%	143 42%	70 45%
4) By calling the charity and asking for more information	1725 44%	794 41%	931 47% A	139 49%	251 44%	298 47%	413 42%	337 43%	265 45%	213 45%	999 45%	290 42%	155 45%	67 43%
5) By reading printed material you received from the charity	3106 80%	1459 76%	1647 84% A	237 84%	482 84% FH	528 82%	757 77%	609 79%	453 78%	376 79%	1801 81% M	550 80%	275 80%	104 66%

TALKING ABOUT CHARITIES

23. UNLIKELY SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1) On a charity's website	1435 37%	696 36%	738 37%	66 23%	137 24%	182 28%	359 37%	333 43%	334 57%	207 44%	814 37%	231 34%	137 40%	45 29%
2) On a website of someone who regulates charities	1761 45%	827 43%	934 47%	111 40%	231 40%	236 37%	450 46%	364 47%	342 59%	227 48%	1011 45%	301 44%	167 49%	54 35%
3) By looking at a charity's financial statements	1953 50%	928 49%	1025 52%	132 47%	320 56%	325 51%	521 53%	369 48%	264 45%	216 46%	1122 50%	332 48%	197 57%	86 55%
4) By calling the charity and asking for more information	2152 55%	1116 58%	1036 53%	142 50%	322 56%	342 53%	565 58%	437 56%	316 54%	259 55%	1219 55%	397 58%	188 55%	89 57%
5) By reading printed material you received from the charity	756 19%	444 23%	313 16%	44 16%	91 16%	112 17%	220 23%	157 20%	119 20%	94 20%	420 19%	135 20%	65 19%	43 27%

TALKING ABOUT CHARITIES

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 1) On a charity's website?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very likely	1155 30%	552 29%	603 31%	101 36% H	200 35% GH	239 37% FGH	284 29% H	214 28% H	100 17%	122 26%	673 30% IL	228 33% IL	73 21%	59 38%
Somewhat likely	1245 32%	648 34%	597 30%	114 40% GH	236 41% EFGH	217 34% GH	324 33% H	213 27%	129 22%	134 28%	714 32%	219 32%	125 36%	53 34%
Somewhat unlikely	528 14%	262 14%	265 13%	25 9%	77 13%	81 13%	174 18% CEGH	103 13%	66 11%	67 14%	301 14%	103 15%	44 13%	13 8%
Very unlikely	907 23%	434 23%	473 24%	40 14%	61 11%	101 16% D	185 19% D	231 30% CDEF	268 46% CDEFG	140 30% JK	514 23%	128 19%	93 27%	32 21%
Don't know/Refused	49 1%	17 1%	32 2%	1 0%	1 0%	2 0%	11 1%	15 2% DE	19 3% DEF	11 2% J	21 1%	9 1%	8 2%	0 -
TOPBOX & LOWBOX SUMMARY														
Likely (Top2Box)	2400 62%	1199 63%	1201 61%	214 76% FGH	436 76% FGH	456 71% FGH	608 62% GH	427 55% H	229 39%	256 54%	1387 62% I	447 65% I	198 58%	111 71% I
Unlikely (Low2Box)	1435 37%	696 36%	738 37%	66 23%	137 24%	182 28%	359 37% CDE	333 43% CDEF	334 57% CDEFG	207 44% JK	814 37%	231 34%	137 40%	45 29%

TALKING ABOUT CHARITIES

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 2) On a website of someone who regulates charities?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very likely	906 23%	442 23%	464 24%	58 21%	154 27%	184 29%	230 24%	176 23%	88 15%	100 21%	543 24%	186 27%	51 15%	26 17%
Somewhat likely	1156 30%	624 33%	532 27%	109 39%	186 32%	215 34%	290 30%	219 28%	127 22%	129 27%	641 29%	194 28%	121 35%	71 45%
Somewhat unlikely	780 20%	384 20%	396 20%	51 18%	141 25%	133 21%	214 22%	132 17%	103 18%	84 18%	466 21%	133 19%	71 21%	26 16%
Very unlikely	981 25%	443 23%	538 27%	61 22%	89 16%	102 16%	236 24%	231 30%	239 41%	143 30%	544 24%	169 25%	96 28%	29 18%
Don't know/Refused	61 2%	19 1%	42 2%	2 1%	3 1%	6 1%	8 1%	17 2%	25 4%	18 4%	27 1%	6 1%	4 1%	5 3%
TOPBOX & LOWBOX SUMMARY														
Likely (Top2Box)	2062 53%	1066 56%	996 51%	167 60%	340 59%	399 62%	520 53%	395 51%	215 37%	229 48%	1183 53%	380 55%	173 50%	97 62%
Unlikely (Low2Box)	1761 45%	827 43%	934 47%	111 40%	231 40%	236 37%	450 46%	364 47%	342 59%	227 48%	1011 45%	301 44%	167 49%	54 35%

TALKING ABOUT CHARITIES

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 3) By looking at a charity's financial statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very likely	771 20%	373 19%	398 20%	47 17%	92 16%	122 19%	183 19%	159 21%	151 26%	106 22%	457 21%	129 19%	46 13%	32 21%
Somewhat likely	1133 29%	605 32%	528 27%	102 36%	159 28%	190 30%	266 27%	245 32%	156 27%	143 30%	631 28%	224 33%	97 28%	38 24%
Somewhat unlikely	878 23%	432 23%	446 23%	65 23%	159 28%	145 23%	237 24%	153 20%	114 20%	99 21%	524 24%	146 21%	78 23%	31 20%
Very unlikely	1074 28%	496 26%	578 29%	67 24%	161 28%	180 28%	284 29%	216 28%	151 26%	117 25%	598 27%	186 27%	118 34%	55 35%
Don't know/Refused	27 1%	6 0%	21 1%	0 -	3 0%	4 1%	7 1%	3 0%	11 2%	9 2%	11 1%	3 0%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Likely (Top2Box)	1904 49%	978 51%	925 47%	149 53%	251 44%	311 49%	450 46%	404 52%	307 53%	249 53%	1089 49%	352 51%	143 42%	70 45%
Unlikely (Low2Box)	1953 50%	928 49%	1025 52%	132 47%	320 56%	325 51%	521 53%	369 48%	264 45%	216 46%	1122 50%	332 48%	197 57%	86 55%

TALKING ABOUT CHARITIES

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 4) By calling the charity and asking for more information?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very likely	755 19%	319 17%	436 22% A	47 17%	87 15%	135 21% D	204 21% D	153 20%	116 20%	106 22%	428 19%	136 20%	63 18%	22 14%
Somewhat likely	970 25%	475 25%	495 25%	91 33% F	164 29% F	163 26%	209 21%	184 24%	148 25%	107 22%	572 26%	154 22%	92 27%	45 29%
Somewhat unlikely	975 25%	524 27% B	451 23%	70 25%	180 31% GH	172 27% H	273 28% H	177 23% H	97 17%	114 24%	567 26%	182 27%	66 19%	45 29%
Very unlikely	1177 30%	592 31%	585 30%	72 26%	142 25%	170 27%	292 30% DE	260 33% DE	219 38% CDEF	145 31%	652 29%	214 31%	122 36%	44 28%
Don't know/Refused	6 0	3 0	3 0	0 0	1 0	0 -	0 0	2 0	2 0	2 0	3 0	0 0	1 0	0 -
TOPBOX & LOWBOX SUMMARY														
Likely (Top2Box)	1725 44%	794 41%	931 47% A	139 49%	251 44%	298 47%	413 42%	337 43%	265 45%	213 45%	999 45%	290 42%	155 45%	67 43%
Unlikely (Low2Box)	2152 55%	1116 58% B	1036 53%	142 50%	322 56%	342 53%	565 58%	437 56%	316 54%	259 55%	1219 55%	397 58%	188 55%	89 57%

TALKING ABOUT CHARITIES

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 5) By reading printed material you received from the charity?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Very likely	1583 41%	688 36%	895 45% A	116 41%	218 38%	274 43%	415 42%	295 38%	243 42%	205 43%	917 41%	265 39%	141 41%	55 35%
Somewhat likely	1523 39%	772 40%	751 38%	121 43%	264 46% FH	254 40%	342 35%	314 41%	210 36%	172 36%	884 40%	285 41%	133 39%	49 31%
Somewhat unlikely	432 11%	241 13%	190 10%	21 8%	65 11%	72 11%	143 15% CGH	78 10%	48 8%	44 9%	238 11%	95 14% I	36 10%	19 12%
Very unlikely	325 8%	203 11%	122 6% B	23 8%	26 5%	40 6%	78 8%	79 10% DE	71 12% DEF	50 10% K	182 8%	40 6%	29 9%	24 15% K
Don't know/Refused	21 1%	9 0%	12 1%	0 -	1 0%	1 0%	0 0%	9 1% F	10 2% DEF	4 1% J	1 0%	2 0%	4 1% J	9 6% IJK
TOPBOX & LOWBOX SUMMARY														
Likely (Top2Box)	3106 80%	1459 76%	1647 84% A	237 84%	482 84% FH	528 82%	757 77%	609 79%	453 78%	376 79%	1801 81% M	550 80%	275 80%	104 66%
Unlikely (Low2Box)	756 19%	444 23% B	313 16%	44 16%	91 16%	112 17%	220 23% D	157 20%	119 20%	94 20%	420 19%	135 20%	65 19%	43 27%

DEMOGRAPHICS

23. What age group do you fall into?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
18-24	281 7%	150 8%	130 7%	281 100% DEFGH	0 -	0 -	0 -	0 -	0 -	8 2%	64 3%	95 14%	65 19%	48 31%
25-34	574 15%	295 15%	278 14%	0 -	574 100% CEFGH	0 -	0 -	0 -	0 -	51 11%	386 17%	65 9%	62 18%	9 6%
35-44	640 16%	282 15%	358 18%	0 -	0 -	640 100% CDEFGH	0 -	0 -	0 -	64 14%	469 21%	81 12%	14 4%	12 8%
45-54	978 25%	507 26%	471 24%	0 -	0 -	0 -	978 100% CDEGH	0 -	0 -	110 23%	433 20%	260 38%	134 39%	41 26%
55-64	775 20%	388 20%	387 20%	0 -	0 -	0 -	0 -	775 100% CDEFH	0 -	99 21%	486 22%	124 18%	43 12%	23 15%
65+	582 15%	275 14%	307 16%	0 -	0 -	0 -	0 -	0 -	582 100% CDEFG	135 28%	360 16%	52 8%	23 7%	13 8%
Refused	54 1%	15 1%	39 2%	0 -	0 -	0 -	0 -	0 -	0 -	7 1%	23 1%	10 1%	3 1%	11 7%
Average Age	48	48	49	21	30 C	39 CD	50 CDE	59 CDEF	72 CDEFG	55 JKLM	49 KLM	46	43	42

DEMOGRAPHICS

24. Number of Adults live in your household?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
1 person	474 12%	196 10%	278 14% A	8 3%	51 9% C	64 10% C	110 11% C	99 13% C	135 23% CDEFG	474 100% JKLM	0 -	0 -	0 -	0 -
2 persons	2222 57%	1114 58%	1108 56% A	64 23% DEGH	386 67% CF	469 73% CFGH	433 44% C	486 63% CF	360 62% CF	0 -	2222 100% IKLM	0 -	0 -	0 -
3 persons	687 18%	338 18%	350 18% A	95 34% DEGH	65 11% CF	81 13% CFGH	260 27% C	124 16% DEGH	52 9% H	0 -	0 -	687 100% IJLM	0 -	0 -
4 persons	344 9%	178 9%	166 8% A	65 23% DEFGH	62 11% EGH	14 2% E	134 14% EGH	43 6% E	23 4% E	0 -	0 -	0 -	344 100% IJKM	0 -
5 persons	124 3%	62 3%	62 3% A	31 11% DEFGH	9 2% E	7 1% E	34 3% E	20 3% E	11 2% E	0 -	0 -	0 -	0 -	124 79% IJKL
6 persons	21 1%	14 1%	8 0% A	10 4% DEFGH	0 -	0 -	7 1% E	3 0% E	1 0% E	0 -	0 -	0 -	0 -	21 14% IJKL
7 persons	7 0%	7 0% B	0 -	7 3% DEFGH	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	7 5% IJKL
8 persons	4 0%	4 0% B	0 -	0 -	0 -	4 1% F	0 -	0 -	0 -	0 -	0 -	0 -	0 -	4 3% IJK
STATISTICS														
Mean	2.37	2.42 B	2.31	3.37 DEFGH	2.29 EH	2.15 H	2.56 DEGH	2.23 H	2.01	1	2	3	4	5.31 IJKL

DEMOGRAPHICS

25. And, how many people under 18 years of age live in your household?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
None	2496 64%	1246 65%	1250 63%	163 58%	296 52%	166 26%	582 59%	691 89%	559 96%	402 85%	1348 61%	397 58%	248 72%	101 65%
				E	E		DE	CDEF	CDEFG	JKLM			JK	
1 person	631 16%	309 16%	322 16%	86 31%	133 23%	149 23%	190 19%	57 7%	14 2%	37 8%	326 15%	182 26%	54 16%	32 20%
				FGH	GH	GH	GH	H			I	IJL	I	I
2 persons	526 14%	250 13%	276 14%	16 6%	91 16%	227 35%	159 16%	18 2%	8 1%	23 5%	388 17%	78 11%	31 9%	5 3%
				H	CGH	CDFGH	CGH				IKLM	I		
3 persons	159 4%	77 4%	82 4%	12 4%	32 6%	72 11%	35 4%	2 0%	2 0%	9 2%	118 5%	21 3%	2 0%	8 5%
				GH	GH	CDFGH	GH				IL			
4 persons	44 1%	18 1%	26 1%	1 0%	17 3%	16 3%	9 1%	0 0%	0 -	2 0%	27 1%	6 1%	4 1%	6 4%
					FGH	FGH								
5 persons	13 0%	4 0%	9 0%	3 1%	4 1%	5 1%	1 0%	0 -	0 -	0 -	10 0%	1 0%	2 1%	0 -
6 persons	5 0	4 0	1 0	0 -	0 -	3 0	1 0	1 0	0 -	0 -	4 0	0 -	1 0	0 -
9 persons	0 0	0 -	0 0	0 -	0 -	0 0	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -
Refused	10 0%	5 0%	5 0%	0 -	0 -	3 0%	1 0%	7 1%	0 -	0 -	1 0%	1 0%	3 1%	5 3%
								F					J	IJK
STATISTICS														
Mean	0.63	0.6	0.65	0.62 GH	0.87 CFGH	1.45 CDFGH	0.68 GH	0.14 H	0.06	0.25	0.74 IL	0.63 I	0.44 I	0.59 I

DEMOGRAPHICS

26. At present are you married, living with a partner, widowed, separated, divorced or have you never been married?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Married	2271 58%	1154 60%	1117 57%	20 7%	216 38%	399 62%	672 69%	557 72%	376 65%	28 6%	1558 70%	404 59%	201 58%	80 51%
Living with a partner	467 12%	225 12%	241 12%	28 10%	155 27%	106 17%	92 9%	48 6%	35 6%	6 1%	375 17%	57 8%	24 7%	3 2%
Widowed	173 4%	46 2%	127 6%	0 -	2 0%	5 1%	14 1%	39 5%	109 19%	111 23%	41 2%	11 2%	0 -	10 6%
Separated	88 2%	37 2%	51 3%	2 1%	4 1%	30 5%	33 3%	12 2%	4 1%	47 10%	27 1%	13 2%	3 1%	0 -
Divorced	200 5%	71 4%	129 7%	0 -	2 0%	29 4%	67 7%	64 8%	33 6%	102 21%	55 2%	34 5%	4 1%	5 3%
Never been married	665 17%	370 19%	295 15%	231 82%	193 34%	67 10%	93 10%	54 7%	24 4%	176 37%	156 7%	163 24%	112 33%	58 37%
Refused	19 0%	9 0%	10 1%	0 -	2 0%	5 1%	7 1%	1 0%	2 0%	5 1%	10 0%	5 1%	0 -	0 -

DEMOGRAPHICS

27. What is the highest level of education you have completed?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Grade school or some high school	340 9%	170 9%	170 9%	27 10%	39 7%	47 7%	63 6%	54 7%	110 19%	80 17%	187 8%	49 7%	23 7%	1 1%
Complete high school	839 22%	403 21%	436 22%	84 30% DE	82 14%	122 19%	238 24% D	171 22% D	135 23% D	97 21%	444 20%	176 26% J	78 23%	44 28%
Technical or trade school/Community college	1088 28%	542 28%	546 28%	55 20%	184 32% CH	183 29% H	309 32% CH	221 29% H	117 20%	115 24%	591 27%	217 32% I	123 36% IJ	42 27%
Some university	369 9%	165 9%	204 10%	72 26% DEFGH	45 8%	51 8%	78 8% CH	79 10% H	41 7%	45 9%	189 8%	76 11% I	37 11%	22 14%
Complete university degree	776 20%	385 20%	391 20%	36 13%	148 26% CFGH	162 25% CFGH	188 19%	145 19%	89 15%	84 18%	513 23% IK	105 15%	56 16%	18 12%
Post-graduate degree	446 11%	239 13%	207 11%	4 1% C	76 13% C	73 11% C	97 10% C	104 13% C	82 14% CF	51 11%	291 13% K	62 9%	27 8%	15 9%
Don't know/Refused	25 1%	8 0%	17 1%	2 1%	0 -	2 0%	3 0%	2 0%	8 1% DG	1 0%	6 0%	3 0%	1 0%	14 9% IJKL

DEMOGRAPHICS

28. Other than on special occasions, such as weddings, funerals and baptisms, how often have you attended religious services in the past 12 months, would you say at least once a week, at least once or twice a month, 3 or 4 times a year, once or twice a year, not at all in the past 12 months, or never?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
A least once a week	754 19%	305 16%	449 23% A	33 12%	60 10%	96 15%	185 19% D	161 21% CDE	194 33% CDEFG	95 20%	434 20%	129 19%	51 15%	44 28%
At least once or twice a month	467 12%	221 12%	246 12%	33 12%	53 9%	87 14%	104 11%	95 12%	91 16% DF	56 12%	279 13%	77 11%	39 11%	16 10%
3or 4 times a year	567 15%	288 15%	280 14%	49 18%	68 12%	108 17% D	141 14%	119 15%	80 14%	58 12%	320 14%	103 15%	50 15%	35 23%
Once or twice a year	640 16%	325 17%	315 16%	35 12%	141 25% CEFGH	107 17% H	166 17% H	120 16% H	64 11% H	75 16% M	380 17% M	109 16% M	71 21% M	5 3%
Not at all in the past 12 months	884 23%	466 24%	418 21%	72 26%	138 24%	145 23%	236 24% H	181 23% H	107 18% H	128 27% JL	492 22% M	166 24% M	65 19% M	34 21%
Never	535 14%	293 15% B	242 12%	54 19% GH	114 20% FGH	94 15% H	140 14% H	92 12% H	42 7% H	58 12% H	306 14% M	93 14% M	64 19% M	14 9%
Don't know/Refused	37 1%	16 1%	21 1%	5 2%	1 0%	3 0%	7 1%	8 1%	5 1%	4 1%	11 1%	9 1%	4 1%	8 5% IJ

DEMOGRAPHICS

29. Are you presently working for pay in a full-time or part-time job, self employed, are you unemployed, retired, taking care of family, a student, or something else?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Full-time job	1701 44%	973 51%	728 37%	92 33%	364 63%	367 57%	571 58%	266 34%	23 4%	179 38%	962 43%	335 49%	160 47%	64 41%
		B	H	CGH	CGH	CGH	H				I	I		
Part-time job	331 9%	96 5%	235 12%	49 17%	37 7%	68 11%	94 10%	48 6%	29 5%	31 7%	178 8%	74 11%	36 10%	13 8%
		A	DFGH		DGH	GH					I			
Self employed	431 11%	267 14%	164 8%	13 5%	47 8%	100 16%	127 13%	115 15%	28 5%	37 8%	260 12%	68 10%	46 13%	19 12%
		B				CDH	CDH	CDH			I			
Unemployed	162 4%	74 4%	88 4%	19 7%	30 5%	29 5%	55 6%	28 4%	1 0%	22 5%	78 3%	38 6%	20 6%	4 3%
				H	H	H	H	H						
Retired	824 21%	367 19%	457 23%	1 0%	3 1%	2 0%	39 4%	274 35%	486 83%	162 34%	533 24%	90 13%	24 7%	16 10%
			A				CDE	CDEF	CDEFG	JKLM	JKLM			
Taking care of family	161 4%	14 1%	147 7%	4 2%	35 6%	51 8%	42 4%	15 2%	11 2%	12 2%	108 5%	20 3%	15 4%	6 4%
			A		CGH	CFGH	GH				I			
Student	146 4%	67 4%	79 4%	96 34%	35 6%	6 1%	7 1%	2 0%	0 -	11 2%	45 2%	40 6%	28 8%	21 14%
				DEFGH	EFGH	H						IJ	IJ	IJ
Disabled/ disability pension	52 1%	29 2%	23 1%	0 -	4 1%	11 2%	23 2%	13 2%	1 0%	14 3%	27 1%	6 1%	4 1%	1 1%
						H	H	H		JK				
Maternity leave/ sick leave	24 1%	2 0%	23 1%	1 0%	12 2%	2 0%	8 1%	2 0%	0 -	2 0%	15 1%	4 1%	4 1%	0 -
			A		EGH									
Other	22 1%	13 1%	9 0%	2 1%	6 1%	3 1%	5 0%	5 1%	1 0%	2 0%	10 0%	6 1%	0 -	3 2%
Don't know/Refused	30 1%	12 1%	18 1%	4 1%	1 0%	0 0%	6 1%	8 1%	2 0%	1 0%	5 0%	7 1%	8 2%	9 6%
												IJ	IJK	IJK

DEMOGRAPHICS

30. We don't need the exact amount: could you please tell me which of these broad categories your total 2007 household income falls into?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Less than \$20,000	338 9%	134 7%	204 10% A	65 23% DEFGH	39 7%	55 9% F	52 5%	54 7%	65 11% DFG	109 23% JKLM	139 6%	45 7%	33 10%	11 7%
\$20,000 to less than 50,000	983 25%	446 23%	537 27% A	62 22% A	166 29% EF	141 22%	204 21%	193 25%	208 36% CDEFG	184 39% JKLM	544 24% L	176 26% L	49 14%	29 19%
\$50,000 to less than 75,000	783 20%	418 22% B	366 19%	32 11% B	141 25% C	123 19%	195 20% C	178 23% C	109 19%	71 15% I	489 22% I	119 17%	87 25% I	17 11%
\$75,000 to less than 100,000	530 14%	275 14%	255 13%	48 17% H	88 15% H	97 15% H	159 16% GH	89 11% H	44 7%	39 8% I	323 15% I	106 15% I	42 12%	20 13%
\$100,000 or more	800 21%	485 25% B	315 16%	36 13% H	112 20% H	177 28% CDGH	270 28% CDGH	155 20% H	45 8% H	24 5% I	509 23% I	149 22% I	82 24% I	35 23% I
Don't know/Refused	449 12%	155 8%	295 15% A	36 13% D	27 5%	46 7%	98 10% D	107 14% DE	111 19% DEFG	47 10%	216 10% J	92 13% J	49 14% J	45 29% IJK

DEMOGRAPHICS

31. Not including lottery tickets, chocolates or any other purchase that does not provide you with a tax receipt, did you make a financial donation to any charity in 2007?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3863	1738	2125	190	539	669	920	821	683	955	2226	464	169	49
Weighted Base	3883	1912	1971	281	574	640	978	775	582	474	2222	687	344	156*
Yes	3158 81%	1511 79%	1647 84% A	158 56%	389 68% C	534 83% CD	839 86% CD	675 87% CD	528 91% CDEF	373 79%	1875 84% IK	521 76%	268 78%	121 77%
No	696 18%	390 20% B	306 16%	122 44% DEFGH	180 31% EFGH	104 16% H	134 14% H	95 12%	51 9%	100 21% J	341 15%	153 22% J	75 22%	27 17%
Don't know/Refused	29 1%	11 1%	18 1%	0 0%	5 1%	2 0%	5 0%	5 1%	4 1%	2 0%	6 0%	13 2% IJ	0 0%	8 5% IJL

DEMOGRAPHICS

32. As far as you can remember, how much did you donate to charities in 2007?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Made a financial donation to any charity in 2007														
Unweighted Base	3202	1384	1818	102	384	561	793	717	613	763	1908	362	131	38
Weighted Base	3158	1511	1647	158*	389	534	839	675	528	373	1875	521	268*	121**
Less than \$50	255 8%	115 8%	141 9%	45 28% DEFGH	60 15% EFGH	42 8% GH	60 7% GH	28 4% GH	21 4% GH	42 11% J	132 7% J	54 10% J	27 10% J	1 1% J
\$50-\$99	260 8%	111 7%	149 9%	23 14% FGH	55 14% FGH	56 10% FGH	55 7% FGH	39 6% FGH	32 6% J	43 12% J	139 7% J	45 9% J	24 9% J	8 7% J
\$100-\$149	357 11%	147 10%	209 13% A	19 12% A	59 15% G	53 10% G	98 12% G	64 9% G	61 11% G	50 14% G	214 11% G	55 11% G	25 9% G	12 10% G
\$150-\$299	492 16%	228 15%	264 16%	9 6% CH	73 19% CH	99 19% CH	141 17% CH	107 16% CH	57 11% CH	63 17% L	331 18% L	68 13% L	25 9% L	6 5% L
\$300-\$799	723 23%	341 23%	382 23%	29 18% I	76 19% I	135 25% I	201 24% I	167 25% I	110 21% I	69 18% I	425 23% I	133 26% I	65 24% I	31 26% I
\$800+	808 26%	443 29% B	365 22% B	20 13% B	51 13% B	120 23% D	224 27% CD	202 30% CDE	181 34% CDEF	86 23% CDEF	484 26% CDEF	128 25% CDEF	72 27% CDEF	38 32% CDEF
Don't know/Refused	262 8%	125 8%	137 8%	13 8% DE	15 4% DE	29 5% DE	60 7% DE	67 10% DE	66 13% DEF	20 5% DEF	150 8% DEF	37 7% DEF	30 11% DEF	24 20% DEF
STATISTICS														
Mean	1701.27	1962.46	1461.71	803.61	714.86	1546.74	2095.24	2052.11 D	1839.63 D	963.2	1794.18 I	1468.37	920.11	5833.57
Median	297.16	336.28	248.7	85.23	144.66	272.45	291.03	384.42	463.05	190.51	297	279.85	290.81	493.31
Standard Deviation	8435.31	7620.81	9114.6	2628.37	2002.62	7941.22	11973.91	9166.05	4287.59	3630.34	7471.28	8499.72	1604.1	26617.04
Standard Error	155.65	213.76	223.31	271.1	104.54	344.94	443.78	359.25	183.49	136.05	178.34	469.32	150.9	4942.66